

Buy Detail Report

Order #: 3817-18846

Revision #:

Date: 2/18/2016

Client: Jerry Carl

Estimate: 3817

Vendor: WALA-TV

Send Billing To: Davis South Barnette & Patrick, Inc

Media: TV

Description: Jerry Carl - Mobile Co Comm3 - 2016 Primary- 1501 Salchel Paige Drive
TV

205 St Emanuel Street

Product: General

Flight Start Date: 2/15/2016 03:00 AM

Market: Mobile

Flight End Date: 3/6/2016 02:59 AM

Mobile, AL 36606

Mobile, AL 36602

Primary Demo: Adults 35+

Survey: Feb15 DMA Nielsen Live+1

Separation between spots: 30

Buyer: Darcy Dean

Phone: 251.434.1030 or 251.463.7733

REVISED FLIGHT FRI 2/19/16 TO TUES 3/1/16 NOON

Affiliation: FOX

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 2/15 2/22 2/29	Total Spots	Adults 35+ Rtg/CPP
WALA-TV							
1	Su 8:00a- 9:00a FOX NWS SUNDAY	EM	\$40.00	30	1 1 0	2	1.0 \$40.00
2	MTuWThF 4:30a- 5:00a FOX 10 NEWS	EM	\$5.00	30	0 0 2	2	0.2 \$25.00
3	MTuWThF 6:00a- 7:00a FOX 10 NEWS	EM	\$250.00	30	2 0 0	2	3.4 \$73.53
4	MTuWThF 6:00a- 7:00a FOX 10 NEWS	EM	\$140.00	30	0 2 2	4	3.4 \$41.18
5	MTuWThF 7:00a- 8:00a FOX10 NEWS B	EM	\$200.00	30	2 0 0	2	3.4 \$58.82
6	MTuWThF 7:00a- 8:00a FOX10 NEWS B	EM	\$100.00	30	0 2 2	4	3.4 \$29.41
7	MTuWThF 9:00a-10:00a STUDIO 10	DT	\$40.00	30	1 5 2	8	1.3 \$30.77
8	MTuWThF 4:00p- 4:30p FOX 10 NEWS	EN	\$170.00	30	1 5 1	7	3.5 \$48.57
9	MTuWThF 4:30p- 5:00p FOX10 NEWS B	EN	\$170.00	30	1 5 1	7	3.4 \$50.00
10	MTuWThF 5:00p- 5:30p FOX 10 NEWS	EN	\$280.00	30	1 5 1	7	4.6 \$60.87
11	MTuWThF 5:30p- 6:00p FOX10 NEWS B	EN	\$280.00	30	1 5 1	7	3.8 \$73.68
12	Sa 6:00p- 6:30p JEOPARDY-SAT	PA	\$80.00	30	1 1 0	2	1.5 \$53.33
13	Sa 6:30p- 7:00p WHEEL-FORTNE W	PA	\$100.00	30	1 1 0	2	2.1 \$47.62
14	MTuWThF 9:00p- 9:30p FOX 10 NEWS	LN	\$500.00	30	1 5 1	7	4.8 \$104.17
15	MTuWThF 10:00p-10:30p 10P NEWS	LN	\$275.00	30	1 5 1	7	1.1 \$250.00

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Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 2/15 2/22 2/29	Total Spots	Adults 35+ Rtg/CPP
41	MTuWThF 4:30a- 5:00a FOX 10 NEWS	EM	\$10.00	30	1 2 0	3	0.2
Total Spots:						73	\$50.00
Total GRP/GIMP(000):							209.8
Total CPP/CPM:							\$68.57
Total Wks Cost: \$2,845.00							
							\$9,295.00
							\$2,245.00
Total Cost:			\$14,385.00			73	
Station Monthly Summary							
FEB 16			\$12,140.00			59	
MAR 16			\$2,245.00			14	
Total Cost:			\$14,385.00			73	

Signature: _____

Disclaimer:

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Summary by Station/System

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205 St Emanuel Street

Mobile, AL 36602

Station	Total Spots	STN Gross	PCT	Adults 35+		
				CPP	GRP	PCT
WALA-TV	73	\$14,385.00	100%	\$68.57	209.8	100%
Market Total:	73	\$14,385.00		\$68.57	209.8	