

# Buy Detail Report

Date: 6/15/2022

**Client:** 1818 PAC                      **Estimate:** 14721  
**Media:** TV  
**Product:** 2022                              **Flight Start Date:** 6/21/2022 03:00 AM  
**Market:** Quincy                              **Flight End Date:** 6/27/2022 02:59 AM  
**Primary Demo:** Adults 55+  
**Separation between spots:** 30              **Buyer:** REMG Media Assistant

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 6/21	Wed 6/22	Thu 6/23	Fri 6/24	Sat 6/25	Sun 6/26	Mon 6/27	Total Spots	Adults 55+ Rtg/CPP
<b>Quincy</b>													
<b>WGEM-TV</b> Affiliation: NBC													
34	MTuWThF 6:00a- 7:00a WGEM NWS. TDYII CS-May/2022	EM	\$750.00	30	1	1	1	1	0	0	1	5	4.2 \$178.57
35	MTuWThF 7:00a- 8:00a TODAY SHW< CS-May/2022	EM	\$800.00	30	1	1	1	1	0	0	1	5	4.8 \$166.67
36	Su 7:00a- 8:00a Sun Today CS-May/2022	EM	\$250.00	30	0	0	0	0	0	1	0	1	3.4 \$73.53
37	MTuWThF 12:00p-12:30p WGEM NWS-NOON CS-May/2022	DT	\$500.00	30	0	0	1	0	0	0	1	2	7.8 \$64.10
38	MTuWThF 5:00p- 5:30p WGEM NWS AT 5 CS-May/2022	EN	\$1,200.00	30	1	1	0	0	0	0	1	3	9.9 \$121.21
39	MTuWThF 6:00p- 6:30p WGEM NEWS AT 6 CS-May/2022	EN	\$1,200.00	30	1	0	1	1	0	0	1	4	10.5 \$114.29
40	MTuWThF 6:30p- 7:00p ENT TONIGHT 30 CS-May/2022	PA	\$800.00	30	1	1	1	1	0	0	0	4	5.5 \$145.45
41	F 7:00p- 9:00p AMERICAN NINJA WARRIOR CS-May/2022	PT	\$500.00	30	0	0	0	2	0	0	0	2	5.0 \$100.00
42	F 9:00p-10:00p DATELINE FR-NBC CS-May/2022	PT	\$550.00	30	0	0	0	1	0	0	0	1	5.0 \$110.00

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<b>Quincy</b>														
<b>WGEM-TV</b> Affiliation: NBC														
43	MTuWThF 10:00p-10:35p WGEM NEWS-10< CS-May/2022	LN	\$1,200.00	30	1	1	1	1	0	0	1	5	8.7 \$137.93	
44	Sa 10:00p-10:30p WGEM NEWS-10 CS-May/2022	LN	\$750.00	30	0	0	0	0	1	0	0	1	9.6 \$78.13	
45	MTuWThF 10:35p-11:35p Tonight Show CS-May/2022	LF	\$250.00	30	1	1	0	0	0	0	0	2	3.3 \$75.76	
<b>Total Spots:</b>					7	6	6	8	1	1	6	35		
<b>Total GRP/GIMP(000):</b>					46.9	36.4	41.5	48.7	9.6	3.4	45.9		232.4	
<b>Total CPP/CPM:</b>													\$126.51	
<b>Total Cost:</b>			\$29,400.00										35	

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## Summary by Station/System

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Station	Total Spots	STN Gross	PCT	Adults 55+		
				CPP	GRP	PCT
WGEM-TV	35	\$29,400.00	100%	\$126.51	232.4	100%
<b>Market Total:</b>	35	\$29,400.00		\$126.51	232.4	

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## Summary by Market

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Market	Total Spots	STN Gross	PCT	Adults 55+	
				CPP	GRP PCT
Quincy	35	\$29,400.00	100%	\$126.51	232.4 100%
<b>Estimate Total:</b>	35	\$29,400.00			232.4