

Ball General WKYT

Date: 8/22/2019

Client: N/A
Media: TV
Product: N/A

Flight Start Date: 10/21/2019
Flight End Date: 11/10/2019
Survey: Nov18 DMA Nielsen Live+1
Buyer: Sarah Burton

Market/System: Lexington-Fayette

Daypart Program	STN Gross	STN Net	Dur	Wks			Total Spots
				10/21	10/28	11/4	
WKYT-TV	Affiliation: CBS						
MTuWThF 5:30a- 6:00a WKYT-MORN-530A	\$105.00	\$89.25	30	0	3	2	5
MTuWThF 6:00a- 7:00a WKYT-MORN-6AM	\$200.00	\$170.00	30	0	2	2	4
MTuWThF 7:00a- 9:00a CBS THS MRNG-2<	\$125.00	\$106.25	30	0	3	2	5
MTuWThF 9:00a-10:00a Kelly and Ryan	\$110.00	\$93.50	30	0	3	2	5
MTuWThF 12:00p- 1:00p WKYT NOON News	\$155.00	\$131.75	30	0	2	2	4
MTuWThF 2:00p- 3:00p TALK-CBS<	\$100.00	\$85.00	30	0	2	1	3
MTuWThF 4:00p- 4:30p WKYT NEWS-4PM	\$150.00	\$127.50	30	0	2	1	3
MTuWThF 4:30p- 5:00p WKYT NEWS-430P	\$160.00	\$136.00	30	0	1	1	2
MTuWThF 5:00p- 5:30p WKYT NEWS-5PM	\$210.00	\$178.50	30	0	2	1	3
MTuWThF 5:30p- 6:00p WKYT NEWS-530P	\$225.00	\$191.25	30	0	2	1	3
MTuWThF 6:00p- 6:30p WKYT NEWS-6PM	\$375.00	\$318.75	30	0	3	1	4
MTuWThF 7:00p- 7:30p WHEEL-FORTNE<	\$350.00	\$297.50	30	0	2	1	3
MTuWThF 7:30p- 8:00p JEOPARDY<	\$350.00	\$297.50	30	0	2	1	3
MTuWThFSaSu 11:00p- 11:30p WKYT NWS-11PM<	\$250.00	\$212.50	30	1	1	1	3
Sa 6:00a- 7:00a WKYT-MORN-6AM	\$80.00	\$68.00	30	1	1	0	2
Sa 7:00a- 8:00a WKYT-MORN-7AM	\$120.00	\$102.00	30	1	1	0	2

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				10/21	10/28	11/4	
WKYT-TV							
Affiliation: CBS							
Sa 8:00a-10:00a	\$140.00	\$119.00	30	1	1	0	2
CBS THS MRN:SA							
Sa 7:30p- 8:00p	\$160.00	\$136.00	30	1	1	0	2
Jeopardy							
Sa 11:00p-11:30p	\$180.00	\$153.00	30	1	1	0	2
Sat LN							
Su 7:00a- 8:00a	\$60.00	\$51.00	30	1	1	0	2
WKYT EM Su News							
Su 8:00a- 9:00a	\$100.00	\$85.00	30	1	1	0	2
WKYT-MORN-8AM							
Su 11:00p-11:30p	\$200.00	\$170.00	30	1	1	0	2
WKYT LN							
Total Spots:				9	38	19	66
Total Cost:	\$11,925.00	\$10,136.25					66

Signature: _____

Disclaimer:

Summary by Station

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKYT-TV	66	\$11,925.00	100%	\$10,136.25	100%
Market Total:	66	\$11,925.00		\$10,136.25	