

# Buy Detail Report

Date: 10/6/2016

Client: Greitens for Missouri  
Media: TV  
Product: Greitens for Missouri  
Primary Demo: Adults 55+

Description: est 1939  
Flight Start Date: 10/10/2016  
Flight End Date: 10/16/2016  
Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)  
DMA Nielsen Live+1

Owner: Gray Television  
Vendor: KYTV-TV  
999 W Sunshine St  
Springfield, MO 65807-2443  
Contact: DANA M  
Phone: 417-868-3800  
Fax: 417-868-3894  
Affiliation: NBC

Send Billing To:

Market/System: Springfield, MO

Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/10	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV							
MTuWThF 5:30a- 6:00a OZARKS TODAY EARLY II	EM	\$225.00	30	5	5	4.8 \$46.88	4.3 \$52.33
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	5	5	11.2 \$35.71	10.3 \$38.83
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$395.00	30	5	5	13.4 \$29.48	11.1 \$35.59
MTuWThF 7:00a- 9:00a TODAY SHW ADD	EM	\$500.00	30	5	5	12.3 \$40.65	9.8 \$51.02
MTuWThF 9:00a-10:00a TODAY SHOW II ADD	DT	\$295.00	30	5	5	5.6 \$52.68	4.8 \$61.46
MTuWThF 10:00a-11:00a TODAY SHOW III ADD	DT	\$85.00	30	5	5	2.4 \$35.42	2.6 \$32.69
MTuWThF 11:00a-12:00p RACHAEL RAY ADD	DT	\$45.00	30	5	5	2.3 \$19.57	1.9 \$23.68
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	4	4	9.9 \$20.71	7.4 \$27.70
MTuWThF 12:30p- 1:00p ANDY ADD	DT	\$130.00	30	5	5	6.7 \$19.40	5.1 \$25.49

**REVISION**  
Do Not Double Book

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KYTV-TV							
MTuWThF 3:00p- 4:00p DR. PHIL ADD	EF	\$90.00	30	5	5	3.8 \$23.68	3.2 \$28.13
MTuWThF 4:00p- 5:00p ELLEN ADD	EF	\$100.00	30	5	5	3.5 \$28.57	3.2 \$31.25
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM-M-F	EN	\$560.00	30	4	4	13.6 \$41.18	11.3 \$49.56
MTuWThF 5:28p- 6:00p NBC NIGHTLY NEWS ADD	EN	\$940.00	30	3	3	17.1 \$54.97	14.0 \$67.14
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM-M-F	EN	\$750.00	30	4	4	22.3 \$33.63	18.5 \$40.54
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$530.00	30	4	4	20.8 \$25.48	17.0 \$31.18
Tu 7:00p- 8:00p THE VOICE ADD	PT	\$1,205.00	30	1	1	15.6 \$77.24	12.7 \$94.88
Th 8:00p- 9:00p BLACKLIST ADD	PT	\$1,305.00	30	1	1	13.5 \$96.67	11.7 \$111.54
MTuWThF 10:00p-10:35p KY3 NEWS @ 10PM M-F ADD 1X	LN	\$850.00	30	5	5	12.6 \$67.46	11.5 \$73.91

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KYTV-TV							
MTuWThF 10:34p-11:37p TONIGHT SHOW ADD	LF	\$200.00	30	5	5	4.3 \$46.51	4.1 \$48.78
Sa 7:00a- 8:00a SAT OZARKS TODAY	WK	\$290.00	30	1	1	11.8 \$24.58	9.2 \$31.52
Sa 8:00a- 9:00a SATURDAY TODAY ADD	WK	\$140.00	30	1	1	6.6 \$21.21	4.7 \$29.79
Sa 6:00p- 6:30p KY3 NEWS @ 6PM - SAT ADD	WK	\$240.00	30	1	1	8.5 \$28.24	6.4 \$37.50
Sa 10:00p-10:30p KY3 NEWS @ 10PM - SAT ADD	WK	\$595.00	30	1	1	12.3 \$48.37	12.0 \$49.58
Sa 10:30p-12:00a SNL ADD	WK	\$325.00	30	1	1	5.3 \$61.32	6.2 \$52.42
Su 7:00a- 8:00a SUN OZARKS TODAY	WK	\$165.00	30	1	1	12.3 \$13.41	8.7 \$18.97
Su 8:00a- 9:00a SUNDAY TODAY ADD	WK	\$125.00	30	1	1	8.5 \$14.71	6.3 \$19.84
Su 10:20p-10:25p KY3 NEWS TEN ADD	WK	\$715.00	30	1	1	11.4 \$62.72	10.5 \$68.10

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NFL -  
End of Game

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Daypart Program	Daypart Code	STN Gross	Wks Dur 10/10	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV						
Total Spots: 89				89		
Total GRP/GIMP(Mil): 838.0					838.0	706.7
Total CPP/CPM:					\$39.00	\$46.24
Total Cost:		\$32,680.00		89		

Signature: \_\_\_\_\_

Disclaimer:

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