

Buy Detail Report

Date: 10/17/2016

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

Description: EST 1941
Flight Start Date: 10/24/2016
Flight End Date: 10/30/2016
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 10/24		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	\$1,000.00	30	10		10	12.3 \$81.30	9.8 \$102.04
MTuWThF 9:00a-10:00a TODAY SHOW II ADD	DT	\$295.00	30	5		5	5.6 \$52.68	4.8 \$61.46
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	5		5	9.9 \$20.71	7.4 \$27.70
MTuWThF 12:30p- 1:00p ANDY ADD	DT	\$140.00	30	5		5	6.7 \$20.90	5.1 \$27.45
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM -M-F	EN	\$560.00	30	5		5	13.6 \$41.18	11.3 \$49.56
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM -M-F	EN	\$750.00	30	5		5	22.3 \$33.63	18.5 \$40.54
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$530.00	30	5		5	20.8 \$25.48	17.0 \$31.18

REVISION
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KYTV-TV							
M 7:00p- 9:00p THE VOICE ADD	PT	\$1,355.00	30	1	1	16.2 \$83.64	14.7 \$92.18
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	LN	\$850.00	30	5	5	12.6 \$67.46	11.5 \$73.91
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	\$195.00	30	1	1	11.8 \$16.53	9.2 \$21.20
Sa 6:00p- 6:30p KY3 NEWS @ 6PM ADD	WK	\$240.00	30	1	1	8.5 \$28.24	6.4 \$37.50
Sa 10:00p-10:30p KY3 NEWS @ 10PM ADD	WK	\$595.00	30	1	1	12.3 \$48.37	12.0 \$49.58
Su 7:00a- 8:00a SUN OZARKS TODAY	WK	\$165.00	30	1	1	12.3 \$13.41	8.7 \$18.97
Su 5:00p- 5:30p KY3 NEWS @ 5PM ADD	WK	\$305.00	30	1	1	8.0 \$38.13	8.6 \$35.47
Total Spots:					72		

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KYTV-TV						
		Total GRP/GIMP(Mil): 831.6			831.6	696.3
		Total CPP/CPM:			\$44.38	\$53.01
Total Cost:		\$36,910.00		72		

Signature: _____

Disclaimer:

REVISION
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