

# Buy Detail Report

Date: 8/26/2016

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
KYTV-TV						
MTuWThF 5:30a- 6:00a OZARKS TODAY EARLY II	EM	\$225.00	30	5	5	4.8 \$46.88
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	5	5	11.2 \$35.71
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$395.00	30	5	5	13.4 \$29.48
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	4	4	9.9 \$20.71
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM -M-F	EN	\$560.00	30	4	4	13.6 \$41.18
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM -M-F	EN	\$750.00	30	4	4	22.3 \$33.63
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$530.00	30	4	4	20.8 \$25.48
MTuWThF 10:00p-10:35p KY3 NEWS @ 10PM M-F	LN	\$850.00	30	4	4	12.6 \$67.46
Sa 7:00a- 8:00a SAT OZARKS TODAY	WK	\$195.00	30	1	1	11.8 \$16.53
Su 7:00a- 8:00a SUN OZARKS TODAY	WK	\$165.00	30	1	1	12.3 \$13.41

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Daypart Program	Daypart Code	STN Gross	Wks Dur 10/10	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV					
			Total Spots: 37	37	
			Total GRP/GIMP(MII): 487.9		487.9
			Total CPP/CPM:		\$34.93
Total Cost:		\$17,040.00		37	

Disclaimer:

*Natalie Murphy*  
8/29/16