

Buy Detail Report

370807

Date: 6/14/2016

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

Description: Est 1795
Flight Start Date: 06/27/2016
Flight End Date: 07/03/2016
Survey: Jul15 DMA Nielsen Live+1

Vendor: KYTV-TV
999 W Sunshine St
Springfield, MO 65807-2443
Contact: DANA M
Email:
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 6/27	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV						
MTuWThF 5:00a- 5:30a OZARKS TODAY EARLY I	EM	\$140.00	30	4	4	3.7 \$37.84
MTuWThF 5:30a- 6:00a OZARKS TODAY EARLY II	EM	\$225.00	30	4	4	5.5 \$40.91
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	8	8	9.3 \$43.01
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$365.00	30	8	8	9.0 \$40.56
MTuWThF 7:00a- 9:00a TODAY SHOW	EM	\$320.00	30	4	4	8.1 \$39.51
MTuWThF 9:00a-10:00a TODAY SHOW II	DT	\$225.00	30	4	4	5.4 \$41.67
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	4	4	11.8 \$17.37
MTuWThF 12:30p-1:00p ANDY	DT	\$200.00	30	4	4	7.9 \$25.32
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM-M-F	EN	\$560.00	30	4	4	18.4 \$30.43
MTuWThF 5:28p- 6:00p NBC NIGHTLY NEWS	EN	\$700.00	30	2	2	21.0 \$33.33
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM-M-F	EN	\$800.00	30	4	4	20.4 \$39.22

ATTENTION
FLIGHT DATES

6/28 TO 7/3

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Daypart Program	Daypart Code	STN Gross	Dur	Wks 6/27	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV						
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$535.00	30	4	4	17.7 \$30.23
MTuWThF 10:00p-10:35p KY3 NEWS @ 10PM M-F	LN	\$850.00	30	4	4	12.0 \$70.83
Sa 6:00a- 7:00a SATURDAY TODAY	WK	\$100.00	30	2	2	4.0 \$25.00
Sa 7:00a- 8:00a SAT OZARKS TODAY	WK	\$195.00	30	2	2	7.4 \$26.35
Sa 8:00a- 9:00a SATURDAY TODAY	WK	\$175.00	30	2	2	4.7 \$37.23
Sa 6:00p- 6:30p KY3 NEWS @ 6PM	WK	\$230.00	30	1	1	17.3 \$13.29
Sa 6:30p- 7:00p WHEEL OF FORTUNE - SAT	WK	\$175.00	30	1	1	10.1 \$17.33
Sa 10:00p-10:30p KY3 NEWS @ 10PM - SAT	WK	\$575.00	30	1	1	12.6 \$45.63
Su 7:00a- 8:00a SUN OZARKS TODAY	WK	\$165.00	30	2	2	11.9 \$13.87
Su 8:00a- 9:00a SUNDAY TODAY	WK	\$125.00	30	2	2	5.4 \$23.15
Su 9:00a-10:00a MEET THE PRESS	WK	\$180.00	30	1	1	5.0 \$36.00

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KYTV-TV						
Su 5:00p- 5:30p KY3 NEWS @ 5PM- SUN	WK	\$305.00	30	1	1	12.2 \$25.00
Su 10:00p-10:35p KY3 NEWS @10PM- SUN	WK	\$800.00	30	1	1	10.0 \$80.00
Total Spots: 74					74	
Total GRP/GIMP(Mil): 766.0						766.0
Total CPP/CPM:						\$35.96
Total Cost:		\$27,545.00			74	

Disclaimer: