

Buy Detail Report

Janet W. Corbett

AUG 19 2016

Date: 8/19/2016

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

Description: Est 1917
Flight Start Date: 08/22/2016
Flight End Date: 09/04/2016
Survey: Jul15 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 8/22 8/29	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV						
MTuWThF 5:30a- 6:00a OZARKS TODAY EARLY II <u>add</u>	EM	\$235.00	30	4 1	5	5.5 \$42.73
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$430.00	30	4 1	5	9.3 \$46.24
MTuWThF 7:00a- 8:00a TODAY SHOW add 1x w/o 8/23	EM	\$365.00	30	4 1	5	9.0 \$40.56
MTuWThF 7:00a- 9:00a TODAY SHOW <u>add</u>	EM	\$350.00	30	4 1	5	8.1 \$43.21
MTuWThF 9:00a-10:00a TODAY SHOW II <u>add</u>	DT	\$225.00	30	4 1	5	5.4 \$41.67
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$225.00	30	4 1	5	11.8 \$19.07
MTuWThF 12:30p- 1:00p ANDY <u>add</u>	DT	\$200.00	30	4 1	5	7.9 \$25.32
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM -M-F	EN	\$560.00	30	4 1	5	18.4 \$30.43
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM -M-F	EN	\$800.00	30	4 1	5	20.4 \$39.22

REVISION -/
Do Not Double Book

ATTENTION
FLIGHT DATES

8/23 TO 8/29

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KYTV-TV							
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$580.00	30	4	1	5	17.7 \$32.77
MTuWThF 10:00p-10:35p KY3 NEWS @ 10PM M-F	LN	\$1,055.00	30	4	1	5	12.0 \$87.92
Sa 7:00a- 8:00a SAT OZARKS TODAY add	WK	\$200.00	30	1	0	1	7.4 \$27.03
Sa 6:00p- 6:30p KY3 NEWS @ 6PM - SAT add	WK	\$250.00	30	1	0	1	17.3 \$14.45
Sa 6:30p- 7:00p WHEEL OF FORTUNE - SAT add	WK	\$235.00	30	1	0	1	10.1 \$23.27
Su 7:00a- 8:00a SUN OZARKS TODAY add	WK	\$210.00	30	1	0	1	11.9 \$17.65
Su 5:00p- 5:30p KY3 NEWS @ 5PM - SUN add	WK	\$305.00	30	1	0	1	12.2 \$25.00
Total Spots:						49 11	
Total GRP/GIMP(Mil):						560.9 125.5	
Total CPP/CPM:							686.4 \$38.35
Total Cost:						\$26,325.00	
						60	

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Disclaimer: