

Buy Detail Report

Date: 10/27/2016

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

Description: est 1943
Flight Start Date: 11/07/2016
Flight End Date: 11/13/2016
Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
 DMA Nielsen Live+1

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 11/7	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV							
MTuWThF 5:30a- 6:00a OZARKS TODAY-A	EM	\$225.00	30	2	2	4.8 \$46.88	4.3 \$52.33
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	2	2	11.2 \$35.71	10.3 \$38.83
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$395.00	30	2	2	13.4 \$29.48	11.1 \$35.59
MTuWThF 7:00a- 9:00a TODAY SHW	EM	\$500.00	30	1	1	12.3 \$40.65	9.8 \$51.02
MTuWThF 9:00a-10:00a TODAY SHW2-NBC	DT	\$795.00	30	2	2	5.6 \$141.96	4.8 \$165.63
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	1	1	9.9 \$20.71	7.4 \$27.70
MTuWThF 12:30p- 1:00p ANDY GRIFFITH	RT	\$310.00	30	2	2	6.7 \$46.27	5.1 \$60.78
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM-M-F	EN	\$560.00	30	1	1	13.6 \$41.18	11.3 \$49.56
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM-M-F	EN	\$750.00	30	1	1	22.3 \$33.63	18.5 \$40.54
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$775.00	30	1	1	20.8 \$37.26	17.0 \$45.59
MTuWThF 10:00p-10:35p NEWS AT 10	LN	\$1,675.00	30	1	1	12.6 \$132.94	11.5 \$145.65

REVISION
 Do Not Double Book

ATTENTION
 FLIGHT DATES

11/7 TO 11/8 12N

Buy Detail Report

Date: 10/27/2016

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

Description: est 1943
Flight Start Date: 11/07/2016
Flight End Date: 11/13/2016
Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
DMA Nielsen Live+1

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 11/7	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV							
Total Spots: 16					16		
Total GRP/GIMP(000): 174.9						174.9	146.7
Total CPP/CPM:						\$49.83	\$59.41
Total Cost:		\$8,715.00			16		

Signature: _____

Disclaimer:

REVISION
Do Not Double Book