

# Buy Detail Report

Date: 8/23/2016

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

Description: EST #1933  
Flight Start Date: 08/29/2016  
Flight End Date: 09/11/2016  
Survey: July 15 DMA Nielsen Live+1

Owner: Gray Television  
Vendor: KTVU-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:

~~No spots can run after 6pm on Friday~~  
Comments: No spots can run on Sat or Sun  
No spots can run before Early News on Monday

Market/System: Springfield, MO

| Daypart<br>Program                           | Daypart<br>Code | STN<br>Gross | Dur | Wks<br>8/29 | 9/5 | Total<br>Spots | Adults<br>55+<br>Rtg/CPP |
|--|-----------------|--------------|-----|-------------|-----|----------------|--------------------------|
| <b>KTVU-TV</b>                               |                 |              |     |             |     |                |                          |
| MTUWThF 5:00a-5:30a<br>OZARKS TODAY EARLY I  | EM              | \$175.00     | 30  | 4           | 0   | 4              | 3.7<br>\$47.30           |
| MTUWThF 5:30a-6:00a<br>OZARKS TODAY EARLY II | EM              | \$235.00     | 30  | 4           | 0   | 4              | 5.5<br>\$42.73           |
| MTUWThF 6:00a-7:00a<br>OZARKS TODAY          | EM              | \$430.00     | 30  | 8           | 0   | 8              | 9.3<br>\$46.24           |
| MTUWThF 7:00a-8:00a<br>TODAY SHOW            | EM              | \$365.00     | 30  | 4           | 0   | 4              | 9.0<br>\$40.56           |
| MTUWThF 7:00a-9:00a<br>TODAY SHOW            | EM              | \$350.00     | 30  | 4           | 0   | 4              | 8.1<br>\$43.21           |
| MTUWThF 9:00a-10:00a<br>TODAY SHOW II        | DT              | \$225.00     | 30  | 8           | 0   | 8              | 5.4<br>\$41.67           |
| MTUWThF 12:00p-12:30p<br>KY3 NEWS @ NOON     | DT              | \$225.00     | 30  | 4           | 0   | 4              | 11.8<br>\$19.07          |
| MTUWThF 12:30p-1:00p<br>ANDY                 | DT              | \$200.00     | 30  | 4           | 0   | 4              | 7.9<br>\$25.32           |
| MTUWThF 1:00p-2:00p<br>DAYS OF OUR LIVES     | DT              | \$150.00     | 30  | 4           | 0   | 4              | 3.1<br>\$48.39           |
| MTUWThF 5:00p-5:30p<br>KY3 NEWS @ 5PM-M-F    | EN              | \$580.00     | 30  | 4           | 1   | 5              | 18.4<br>\$30.43          |

**ATTENTION**  
**FLIGHT DATES**

8/30 TO 9/5

*Natalie Murphy*  
8-24-16

# Buy Detail Report

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Survey: Jul15 DMA Nielsen Live+1

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999 W Sunshine St  
Springfield, MO 65807-2443  
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Market/System: Springfield, MO

| Daypart<br>Program         | Daypart<br>Code | STN<br>Gross | Dur | Wks<br>8/29 9/5 | Total<br>Spots | Adults<br>55+<br>Rtg/CPP |
|----------------------------|-----------------|--------------|-----|-----------------|----------------|--------------------------|
| <b>KYTV-TV</b>             |                 |              |     |                 |                |                          |
| MTuWThF 6:00p-6:30p        | EN              | \$800.00     | 30  | 3               | 1              | 4                        |
| KY3 NEWS @ 6PM-M-F         |                 |              |     |                 |                | 20.4                     |
|                            |                 |              |     |                 |                | \$39.22                  |
| MTuWThF 6:30p-7:00p        | PA              | \$580.00     | 30  | 3               | 1              | 4                        |
| WHEEL OF FORTUNE           |                 |              |     |                 |                | 17.7                     |
|                            |                 |              |     |                 |                | \$32.77                  |
| MTuWThF 10:00p-10:35p      | LN              | \$1,055.00   | 30  | 0               | 1              | 1                        |
| KY3 NEWS @ 10PM M-F        |                 |              |     |                 |                | 12.0                     |
|                            |                 |              |     |                 |                | \$87.92                  |
| Total Spots: 54            |                 |              |     |                 | 58             | 570.4                    |
| Total GRP/GIMF(Mil): 501.9 |                 |              |     |                 |                | 88.5                     |
| Total CPP/CPM:             |                 |              |     |                 |                |                          |
| Total Cost:                |                 |              |     |                 |                | \$21,415.00              |

Disclaimer:

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**FLIGHT DATES**

8/30 TO 9/5