

Buy Detail Report

Date: 9/8/2016

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

Description: EST 1936
Flight Start Date: 09/19/2016
Flight End Date: 09/25/2016
Survey: Nov16 Proj. (Nov15 HLT, 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 9/19	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
- ADD 1X						
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	5	5	11.2 \$35.71
- ADD 1X						
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$395.00	30	5	5	13.4 \$29.48
- ADD 1X						
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	5	5	9.9 \$20.71
- ADD 1X						
MTuWThF 12:30p- 1:00p ANDY	DT	\$130.00	30	5	5	6.7 \$19.40
- ADD						
MTuWThF 3:00p- 4:00p DR. PHIL	EF	\$90.00	30	5	5	3.8 \$23.68
- ADD						
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM-M-F	EN	\$560.00	30	5	5	13.6 \$41.18
- ADD 1X						
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM-M-F	EN	\$750.00	30	5	5	22.3 \$33.63
- ADD 1X						

REVISION
Do Not Double Book

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Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/19	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV						
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$530.00	30	5	5	20.8 \$25.48
- ADD 1X						
MTuWThF 10:00p-10:35p KY3 NEWS @ 10PM M-F	LN	\$850.00	30	5	5	12.6 \$67.46
- ADD 2X						
Sa 7:00a- 8:00a SAT OZARKS TODAY	WK	\$195.00	30	1	1	11.8 \$16.53
Sa 6:00p- 6:30p KY3 NEWS @ 6PM - SAT	WK	\$240.00	30	1	1	8.5 \$28.24
- ADD						
Sa 6:30p- 7:00p WHEEL OF FORTUNE - SAT	WK	\$175.00	30	1	1	6.8 \$25.74
- ADD						
Sa 10:00p-10:30p KY3 NEWS @ 10PM - SAT	WK	\$595.00	30	1	1	12.3 \$48.37
- ADD						
Su 7:00a- 8:00a SUN OZARKS TODAY	WK	\$165.00	30	1	1	12.3 \$13.41
Su 5:00p- 5:30p KY3 NEWS @ 5PM - SUN	WK	\$305.00	30	1	1	8.0 \$38.13
- ADD						
Total Spots: 56					56	
Total GRP/GIMP(MII): 655.2						655.2
Total CPP/CPM:						\$34.11

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Daypart Program	Daypart Code	STN Gross	Wks Dur 9/19	Total Spots	Adults 55+ Rtg/CPP
KYTV-TV					
Total Cost:		\$22,350.00		56	

Disclaimer:

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