

Buy Detail Report

Date: 9/21/2016

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

Description: est 1937
Flight Start Date: 09/26/2016
Flight End Date: 10/02/2016
Survey: Nov16 Proj. (Nov15 HUT, 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 9/26	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV							
MTuWThF 5:30a- 6:00a OZARKS TODAY EARLY II	EM	\$225.00	30	5	5	4.8 \$46.88	4.3 \$52.33
MTuWThF 6:00a- 7:00a OZARKS TODAY	EM	\$400.00	30	5	5	11.2 \$35.71	10.3 \$38.83
MTuWThF 7:00a- 8:00a TODAY SHOW	EM	\$395.00	30	5	5	13.4 \$29.48	11.1 \$35.59
MTuWThF 12:00p-12:30p KY3 NEWS @ NOON	DT	\$205.00	30	5	5	9.9 \$20.71	7.4 \$27.70
MTuWThF 12:30p- 1:00p ANDY	DT	\$130.00	30	5	5	6.7 \$19.40	5.1 \$25.49
MTuWThF 3:00p- 4:00p DR.PHIL	EF	\$90.00	30	5	5	3.8 \$23.68	3.2 \$28.13
MTuWThF 4:00p- 5:00p ELLEN	EF	\$100.00	30	5	5	3.5 \$28.57	3.2 \$31.25
MTuWThF 5:00p- 5:30p KY3 NEWS @ 5PM-M-F	EN	\$560.00	30	5	5	13.6 \$41.18	11.3 \$49.56
MTuWThF 6:00p- 6:30p KY3 NEWS @ 6PM-M-F	EN	\$750.00	30	5	5	22.3 \$33.63	18.5 \$40.54
MTuWThF 6:30p- 7:00p WHEEL OF FORTUNE	PA	\$530.00	30	5	5	20.8 \$25.48	17.0 \$31.18
M 8:00p-10:00p PRESIDENTIAL DEBATE add	PT	\$1,650.00	30	1	1	13.0 \$126.92	11.7 \$141.03

REVISION
 Do Not Double Book

Buy Detail Report

Date: 9/21/2016

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

Description: est 1937
Flight Start Date: 09/26/2016
Flight End Date: 10/02/2016
Survey: Nov16 Proj. (Nov15 HUT, 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 9/26	Total Spots	Adults 55+ Rtg/CPP	Adults 35+ Rtg/CPP
KYTV-TV							
MTuWThF 10:00p-10:35p	LN	\$850.00	30	5	5	12.6	11.5
KY3 NEWS @ 10PM M-F						\$67.46	\$73.91
Sa 7:00a- 8:00a	WK	\$195.00	30	1	1	11.8	9.2
SAT OZARKS TODAY						\$16.53	\$21.20
Sa 8:00a- 9:00a	WK	\$140.00	30	1	1	6.6	4.7
SATURDAY TODAY						\$21.21	\$29.79
Sa 6:30p- 7:00p	WK	\$175.00	30	1	1	6.8	5.4
WHEEL OF FORTUNE - SAT						\$25.74	\$32.41
Sa 10:00p-10:30p	WK	\$595.00	30	1	1	12.3	12.0
KY3 NEWS @ 10PM - SAT						\$48.37	\$49.58
Su 7:00a- 8:00a	WK	\$165.00	30	1	1	12.3	8.7
SUN OZARKS TODAY						\$13.41	\$18.97
Su 8:00a- 9:00a	WK	\$125.00	30	1	1	8.5	6.3
SUNDAY TODAY						\$14.71	\$19.84
Su 10:20p-10:25p	WK	\$715.00	30	1	1	11.4	10.5
KY 3 NEWS-TEN						\$62.72	\$68.10
Su 7:15p-10:00p	SP	\$1,200.00	30	2	2	6.8	6.7
SUN NIGHT FOOTBALL						\$176.47	\$179.10
Total Spots: 65					65		
Total GRP/GIMP(MII): 709.3						709.3	596.4
Total CPP/CPM:						\$38.54	\$45.83
Total Cost:		\$27,335.00			65		

REVISION
 Do Not Double Book

Signature: _____