

Quarles General WKYT

Date: 8/21/2019

Client: N/A
Media: TV
Product: N/A

Flight Start Date: 10/07/2019
Flight End Date: 11/10/2019
Survey: Nov18 DMA Nielsen Live+1
Buyer: Sarah Burton

Market/System: Lexington-Fayette

Daypart Program	STN Gross	STN Net	Dur	Wks					Total Spots
				10/7	10/14	10/21	10/28	11/4	
WKYT-TV	Affiliation: CBS								
MTuWThF 5:30a- 6:00a WKYT-MORN-530A	\$105.00	\$89.25	30	3	3	3	3	2	14
MTuWThF 6:00a- 7:00a WKYT-MORN-6AM	\$200.00	\$170.00	30	3	3	3	3	2	14
MTuWThF 7:00a- 9:00a CBS THS MRNG-2<	\$125.00	\$106.25	30	3	3	3	3	2	14
MTuWThF 12:00p- 1:00p WKYT NOON News	\$155.00	\$131.75	30	3	3	3	3	2	14
MTuWThF 3:00p- 4:00p LETS-DEAL2-CBS<	\$125.00	\$106.25	30	2	2	2	2	1	9
MTuWThF 4:00p- 4:30p WKYT NEWS-4PM	\$150.00	\$127.50	30	3	3	3	3	1	13
MTuWThF 4:30p- 5:00p WKYT NEWS-430P	\$160.00	\$136.00	30	3	3	3	3	1	13
MTuWThF 5:00p- 5:30p WKYT NEWS-5PM	\$210.00	\$178.50	30	3	3	3	3	1	13
MTuWThF 5:30p- 6:00p WKYT NEWS-530P	\$225.00	\$191.25	30	3	3	3	3	1	13
MTuWThF 6:00p- 6:30p WKYT NEWS-6PM	\$375.00	\$318.75	30	3	3	3	3	1	13
MTuWThF 7:00p- 7:30p WHEEL-FORTNE<	\$350.00	\$297.50	30	3	3	3	3	1	13
MTuWThF 7:30p- 8:00p JEOPARDY<	\$350.00	\$297.50	30	3	3	3	3	1	13
MTuWThFSaSu 11:00p- 11:30p WKYT NWS-11PM<	\$250.00	\$212.50	30	3	3	3	3	1	13
Sa 6:00a- 7:00a WKYT-MORN-6AM	\$80.00	\$68.00	30	1	1	1	1	0	4
Sa 7:00a- 8:00a WKYT-MORN-7AM	\$120.00	\$102.00	30	1	1	1	1	0	4
Sa 8:00a-10:00a CBS THS MRN:SA	\$140.00	\$119.00	30	1	1	1	1	0	4

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				10/7	10/14	10/21	10/28	11/4	
WKYT-TV									
Affiliation: CBS									
Sa 7:30p- 8:00p Jeopardy	\$160.00	\$136.00	30	1	1	1	1	0	4
Sa 11:00p-11:30p Sat LN	\$180.00	\$153.00	30	1	1	1	1	0	4
Su 7:00a- 8:00a WKYT EM Su News	\$60.00	\$51.00	30	1	1	1	1	0	4
Su 8:00a- 9:00a WKYT-MORN-8AM	\$100.00	\$85.00	30	1	1	1	1	0	4
Su 11:00p-11:30p WKYT LN	\$200.00	\$170.00	30	1	1	1	1	0	4
M 9:00p-10:00p All Rise	\$525.00	\$446.25	30	1	0	0	0	1	2
Tu 8:00p- 9:00p NCIS	\$900.00	\$765.00	30	0	1	0	1	0	2
F 8:00p- 9:00p Hawaii 5-0	\$525.00	\$446.25	30	0	1	1	0	0	2
F 10:00p-11:00p BLUE BLOOD-CBS	\$625.00	\$531.25	30	1	0	0	1	0	2
Su 7:00p- 8:00p 60 Minutes	\$675.00	\$573.75	30	0	1	0	1	0	2
Su 9:00p-10:00p NCIS	\$450.00	\$382.50	30	1	0	1	0	0	2
Sa 3:30p- 7:00p Colleg Football	\$200.00	\$170.00	30	1	1	1	1	0	4
Su 12:00p- 1:00p CBS NFL I TODAY	\$725.00	\$616.25	30	1	0	0	1	0	2
Su 4:00p-12:00a CBS NFL II TODAY	\$850.00	\$722.50	30	0	1	0	1	0	2
Total Spots:				51	51	49	52	18	221
Total Cost:	\$51,735.00	\$43,974.75							221

Signature: _____

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Disclaimer:

Summary by Station

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKYT-TV	221	\$51,735.00	100%	\$43,974.75	100%
Market Total:	221	\$51,735.00		\$43,974.75	