

New Order

Buy Detail Report

Benita

Date: 8/5/2019

Client: Putting Kentucky First
Media: TV
Product: Putting Kentucky First
Primary Demo: Adults 55+

Description: ESTIMATE #2872 8.14-8.20
Flight Start Date: 08/12/2019
Flight End Date: 08/25/2019
Survey: Jul18 DMA Nielsen Live+SD
Buyer: natalie krugliak

Vendor: WKYT-TV
2851 Winchester Rd
Lexington, KY 40509-9574
Contact: BYERS, ERIC
Phone: 606-299-0411
Fax: 606-299-2494
Affiliation: CBS

Send Billing To:

Market/System: Lexington-Fayette

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 8/12 8/19	Total Spots	Adults 55+ Rtg/CPP
WKYT-TV							
27	MTu 6:00a- 7:00a WKYT-MORN-6AM	EM	\$600.00	30	2	2	3.8 \$157.89
28	MTu 7:00a- 9:00a CBS THIS MORNING	EM	\$400.00	30	2	2	3.5 \$114.29
29	WThF 6:00a- 7:00a WKYT-MORN-6AM	EM	\$600.00	30	3	3	3.2 \$187.50
30	WThF 7:00a- 9:00a CBS THIS MORNING	EM	\$400.00	30	3	3	3.4 \$117.65
31	MTu 10:00a-10:30a WKYT MID-MORN	DT	\$300.00	30	2	2	4.9 \$61.22
32	MTu 12:00p- 1:00p WKYT NEWS-MIDDAY	DT	\$450.00	30	2	2	7.2 \$62.50
33	WThF 10:00a-10:30a WKYT MID-MORN	DT	\$300.00	30	3	3	4.6 \$65.22
34	WThF 12:00p- 1:00p WKYT NEWS-MIDDAY	DT	\$450.00	30	3	3	7.3 \$61.64
35	MTu 6:00p- 6:30p WKYT NEWS-6PM	EN	\$1,100.00	30	2	2	9.2 \$119.57
36	WThF 6:00p- 6:30p WKYT NEWS-6PM	EN	\$1,100.00	30	3	3	8.7 \$126.44
37	MTu 7:00p- 7:30p WHEEL OF FORTUNE	PA	\$1,000.00	30	2	2	7.1 \$140.85

**ATTENTION
FLIGHT DATES**

8/14 TO 8/20

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WKYT-TV							
38	MTu 7:30p- 8:00p JEOPARDY	PA	\$1,000.00	30	2	2	7.3 \$136.99
39	WThF 7:00p- 7:30p WHEEL OF FORTUNE	PA	\$1,000.00	30	3	3	7.4 \$135.14
40	Sa 7:00a- 8:00a WKYT-MORN-7AM	WK	\$300.00	30	1	1	4.5 \$66.67
41	Sa 6:00p- 6:30p WKYT NEWS @ 6P SA	WK	\$544.00	30	1	1	4.9 \$111.02
42	Su 9:00a-10:30a CBS SUNDAY MORNING	WK	\$650.00	30	1	1	6.4 \$101.56
43	Su 6:30p- 7:00p WKYT WKND NEWS @ 630P	WK	\$350.00	30	1	1	5.6 \$62.50
Total Spots:						36	
Total GRP/GIMP(000):							211.2
Total CPP/CPM:							\$109.35
Total Cost:			\$23,094.00			36	

Signature: _____
Signature indicates order is BOOKED and CONFIRMED

Disclaimer: