

WOC10435978 [00.00]

Order Printout



Order Status: Opened-New

Start/End Dates: 07/18/16 - 08/02/16

C/P/E: 6 / 7 / 13

Traffic #:

Agency: Targeted Victory, LLC

Product Desc.: Candidate TV

Buyer Order #: 5213006

Advertiser: 6 - Kraus MO SOS

Estimate Desc.: Kraus MO SOS July 2016

AE: Unassigned (Natalie Murphy)

Buyer:

Total Cost: \$57,735.00 (Cash)

Property: KYTV TV

Primary Demo: Adults 35+ (RTG)

Received Date: 7/15/16 6:50 AM

Comments:

Separation: 30

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Jul 18	Jul 25	Aug 1										Total Spots	Total Cost	RTG	GRP	CPP	
1	OZARKS TODAY EARLY II	NM	:30	5:30 AM-6:00 AM	MTWTF--	385.00	5	4	1										10	3,850.00	5.20	52.00	74.04	
	(Program: OZARKS TODAY EARLY II)Jul-2015LP																							
2	TODAY SHOW	NM	:30	7:00 AM-8:00 AM	MTWTF--	515.00	5	4	1										10	5,150.00	8.20	82.00	62.80	
	(Program: TODAY SHOW)Jul-2015LP																							
3	TODAY SHOW III	NM	:30	10:00 AM-11:00 AM	MTWTF--	245.00	5	4	1										10	2,450.00	2.20	22.00	111.36	
	(Program: TODAY SHOW III)Jul-2015LP																							
4	RACHAEL RAY	NM	:30	11:00 AM-12:00 PM	MTWTF--	235.00	5	4	1										10	2,350.00	1.70	17.00	138.24	
	(Program: RACHAEL RAY)Jul-2015LP																							
5	KY3 NEWS @ NOON	NM	:30	12:00 PM-12:30 PM	MTWTF--	375.00	3	4	1										8	3,000.00	8.30	66.40	45.18	
	(Program: KY3 NEWS @ NOON)Jul-2015LP																							
6	DAYS OF OUR LIVES	NM	:30	1:00 PM-2:00 PM	MTWTF--	300.00	5	3	1										9	2,700.00	2.80	25.20	107.14	
	(Program: DAYS OF OUR LIVES)Jul-2015LP																							
7	THE DOCTORS	NM	:30	2:00 PM-3:00 PM	MTWTF--	255.00	5	0	1										6	1,530.00	1.30	7.80	196.15	
	(Program: THE DOCTORS)Jul-2015LP																							
8	DR.PHIL	NM	:30	3:00 PM-4:00 PM	MTWTF--	320.00	5	4	1										10	3,200.00	1.90	19.00	168.42	
	(Program: DR.PHIL)Jul-2015LP																							
9	ELLEN	NM	:30	4:00 PM-5:00 PM	MTWTF--	295.00	5	4	1										10	2,950.00	1.50	15.00	196.67	
	(Program: ELLEN)Jul-2015LP																							
10	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	MTWTF--	730.00	4	4	1										9	6,570.00	13.20	118.80	55.30	
	(Program: WHEEL OF FORTUNE)Jul-2015LP																							
11	TONIGHT SHOW	NM	:30	10:34 PM-11:37 PM	MTWTF--	505.00	5	3	1										9	4,545.00	3.90	35.10	129.49	
	(Program: TONIGHT SHOW)Jul-2015LP																							

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Jul 18	Jul 25	Aug 1										Total Spots	Total Cost	RTG	GRP	CPP
12	LATE NIGHT W/SETH MEYERS	NM	:30	11:37 PM-12:37 XM	MTWTF--	210.00	5	4	1										10	2,100.00	0.50	5.00	420.00
	(Program: LATE NIGHT W/SETH MEYERS)Jul-2015LP																						
13	AMERICA'S GOT TALENT	NM	:30	7:00 PM-9:00 PM	--W----	1,020.00	1	1	0										2	2,040.00	5.80	11.60	175.86
	(Program: AMERICA'S GOT TALENT)Jul-2015LP																						
14	AM GOT TALENT	NM	:30	7:00 PM-9:00 PM	----F--	315.00	2	2	0										4	1,260.00	3.60	14.40	87.50
	(Program: AM GOT TALENT)Jul-2015LP																						
15	U.S. FARM REPORT	NM	:30	5:00 AM-6:00 AM	-----S-	215.00	2	2	0										4	860.00	1.40	5.60	153.57
	(Program: U.S. FARM REPORT)Jul-2015LP																						
16	SATURDAY TODAY	NM	:30	6:00 AM-7:00 AM	-----S-	275.00	3	3	0										6	1,650.00	3.30	19.80	83.33
	(Program: SATURDAY TODAY)Jul-2015LP																						
17	KY3 NEWS @ 6PM - SAT	NM	:30	6:00 PM-6:30 PM	-----S-	400.00	1	1	0										2	800.00	11.40	22.80	35.09
	(Program: KY3 NEWS @ 6PM - SAT)Jul-2015LP																						
18	NBC MOVIE BOURNE IDENTITY	NM	:30	7:00 PM-10:00 PM	-----S-	100.00	7	3	0										10	1,000.00	1.80	18.00	55.56
	(Program: NBC MOVIE BOURNE IDENTITY)Jul-2015LP																						
19	SNL	NM	:30	9:00 PM-10:00 PM	-----S-	410.00	3	3	0										6	2,460.00	1.50	9.00	273.33
	(Program: SNL)Jul-2015LP																						
20	SNL	NM	:30	10:30 PM-12:00 XM	-----S-	320.00	3	3	0										6	1,920.00	1.70	10.20	188.24
	(Program: SNL)Jul-2015LP																						
21	SUN OZARKS TODAY	NM	:30	7:00 AM-8:00 AM	-----S	360.00	2	2	0										4	1,440.00	8.60	34.40	41.86
	(Program: SUN OZARKS TODAY)Jul-2015LP																						
22	SUNDAY TODAY	NM	:30	8:00 AM-9:00 AM	-----S	275.00	2	2	0										4	1,100.00	3.90	15.60	70.51
	(Program: SUNDAY TODAY)Jul-2015LP																						
23	KY3 NEWS @ 5PM - SUN	NM	:30	5:00 PM-5:30 PM	-----S	455.00	1	1	0										2	910.00	9.10	18.20	50.00
	(Program: KY3 NEWS @ 5PM - SUN)Jul-2015LP																						
24	KY3 NEWS @10PM - SUN	NM	:30	10:00 PM-10:35 PM	-----S	950.00	1	1	0										2	1,900.00	9.40	18.80	101.06
	(Program: KY3 NEWS @10PM - SUN)Jul-2015LP																						
Spot Totals:							85	66	12										163	\$57,735.00		663.70	
Adults 35+ GRP:							326.50	286.50	50.70														

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
July	151	\$53,365.00	613.00	August	12	\$4,370.00	50.70