



Rep: HRP
Run On: Nov1/16 at 14:25

REP BUYLINES

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Requested by: LESLIE

E-Order#: 1591500 (Rev 0) Agy#5537483
Station: WKYT-TV LEXINGTON
Agency: STRATEGIC MEDIA PLACEMENT
Advertiser: POLI/R PAUL/R/SEN/KY
Buyer: ADAM SHAW

Hdl#: 8433671 (Mod 0.0)
Dates: Nov02/16 - Nov08/16
Prod1: RAND PAUL FOR SENATE
Prod2:
Tel #:

Traffic#: 443284
Salesperson: MICK NESCI (H)
Est#: 5016
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/ Week	Total Spots	Total Dollars	Program Name	Rating RA35+	Rep: RA35+	Last Activity	Last Mod/Rev
	##CASH														
	1	Mon/6-7A	30S	\$240	Nov07/16	Nov07/16	1	1	1	\$240	6A NWS	4.7	4.7	Nov01/16	Rev #0: A
		Contract Comment: 6A NWS													
	2	Tue/6-7A	30S	\$240	Nov08/16	Nov08/16	1	1	1	\$240	6A NWS	5.3	5.3	Nov01/16	Rev #0: A
		Contract Comment: 6A NWS													
	3	Wed/6-7A	30S	\$240	Nov02/16	Nov02/16	1	1	1	\$240	6A NWS	6.0	6.0	Nov01/16	Rev #0: A
		Contract Comment: 6A NWS													
	4	Thu/6-7A	30S	\$240	Nov03/16	Nov03/16	1	1	1	\$240	6A NWS	4.5	4.5	Nov01/16	Rev #0: A
		Contract Comment: 6A NWS													
	5	Fri/6-7A	30S	\$240	Nov04/16	Nov04/16	1	0	0	\$0	6A NWS	5.5	5.5	Nov01/16	Rev #0: A
		Contract Comment: 6A NWS													
	6	Sat/8-10A	30S	\$190	Nov05/16	Nov05/16	1	1	1	\$190	CBS THIS MORNING: SATURDAY	6.3	6.3	Nov01/16	Rev #0: A
		Contract Comment: CBS THIS MORNING: SATURDAY													
	7	Mon/9-10A	30S	\$100	Nov07/16	Nov07/16	1	1	1	\$100	LIVE WITH KELLY	8.1	8.1	Nov01/16	Rev #0: A
		Contract Comment: LIVE WITH KELLY													
	8	Tue/9-10A	30S	\$100	Nov08/16	Nov08/16	1	1	1	\$100	LIVE WITH KELLY	6.5	6.5	Nov01/16	Rev #0: A
		Contract Comment: LIVE WITH KELLY													
	9	Wed/9-10A	30S	\$100	Nov02/16	Nov02/16	1	1	1	\$100	LIVE WITH KELLY		0.0	Nov01/16	Rev #0: A
		Contract Comment: LIVE WITH KELLY													
	10	Thu/9-10A	30S	\$100	Nov03/16	Nov03/16	1	1	1	\$100	LIVE WITH KELLY		0.0	Nov01/16	Rev #0: A
		Contract Comment: LIVE WITH KELLY													
	11	Fri/9-10A	30S	\$100	Nov04/16	Nov04/16	1	1	1	\$100	LIVE WITH KELLY	5.4	5.4	Nov01/16	Rev #0: A
		Contract Comment: LIVE WITH KELLY													
	12	Sun/9-1030A	30S	\$450	Nov06/16	Nov06/16	1	1	1	\$450	CBS NEWS SUNDAY MORNING	4.4	4.4	Nov01/16	Rev #0: A
		Contract Comment: CBS NEWS SUNDAY MORNING													
	13	Mon/10-1030A	30S	\$100	Nov07/16	Nov07/16	1	1	1	\$100	WKYT MIDMORNING	4.9	4.9	Nov01/16	Rev #0: A
		Contract Comment: WKYT MIDMORNING													
	14	Tue/10-1030A	30S	\$100	Nov08/16	Nov08/16	1	1	1	\$100	WKYT MIDMORNING	4.7	4.7	Nov01/16	Rev #0: A
		Contract Comment: WKYT MIDMORNING													
	15	Wed/10-1030A	30S	\$100	Nov02/16	Nov02/16	1	1	1	\$100	WKYT MIDMORNING	5.3	5.3	Nov01/16	Rev #0: A
		Contract Comment: WKYT MIDMORNING													
	16	Thu/10-1030A	30S	\$100	Nov03/16	Nov03/16	1	1	1	\$100	WKYT MIDMORNING	6.0	6.0	Nov01/16	Rev #0: A
		Contract Comment: WKYT MIDMORNING													
	17	Fri/10-1030A	30S	\$100	Nov04/16	Nov04/16	1	0	0	\$0	WKYT MIDMORNING	4.5	4.5	Nov01/16	Rev #0: A
		Contract Comment: WKYT MIDMORNING													
	18	Mon/12N-1P	30S	\$150	Nov07/16	Nov07/16	1	1	1	\$150	WKYT NEWS AT 12:30 PM	5.5	5.5	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 12:30 PM													
	19	Wed/12N-1P	30S	\$150	Nov02/16	Nov02/16	1	1	1	\$150	WKYT NEWS AT 12:30 PM	6.3	6.3	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 12:30 PM													
	20	Thu/12N-1P	30S	\$150	Nov03/16	Nov03/16	1	1	1	\$150	WKYT NEWS AT 12:30 PM	8.1	8.1	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 12:30 PM													
	21	Fri/12N-1P	30S	\$150	Nov04/16	Nov04/16	1	1	1	\$150	WKYT NEWS AT 12:30 PM	6.5	6.5	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 12:30 PM													
	22	Mon/4-430P	30S	\$120	Nov07/16	Nov07/16	1	1	1	\$120	WKYT NEWS AT 4:00 PM		0.0	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:00 PM													
	23	Wed/4-430P	30S	\$120	Nov02/16	Nov02/16	1	1	1	\$120	WKYT NEWS AT 4:00 PM		0.0	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:00 PM													
	24	Thu/4-430P	30S	\$120	Nov03/16	Nov03/16	1	1	1	\$120	WKYT NEWS AT 4:00 PM	5.4	5.4	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:00 PM													
	25	Fri/4-430P	30S	\$120	Nov04/16	Nov04/16	1	1	1	\$120	WKYT NEWS AT 4:00 PM	4.4	4.4	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:00 PM													
	26	Mon/430-5P	30S	\$130	Nov07/16	Nov07/16	1	1	1	\$130	WKYT NEWS AT 4:30 PM	4.0	4.0	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:30 PM													
	27	Wed/430-5P	30S	\$130	Nov02/16	Nov02/16	1	1	1	\$130	WKYT NEWS AT 4:30 PM	5.3	5.3	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:30 PM													
	28	Thu/430-5P	30S	\$130	Nov03/16	Nov03/16	1	1	1	\$130	WKYT NEWS AT 4:30 PM	1.8	1.8	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:30 PM													
	29	Fri/430-5P	30S	\$130	Nov04/16	Nov04/16	1	1	1	\$130	WKYT NEWS AT 4:30 PM	4.5	4.5	Nov01/16	Rev #0: A
		Contract Comment: WKYT NEWS AT 4:30 PM													
	30	Sat/7-8A	30S	\$125	Nov05/16	Nov05/16	1	1	1	\$125	WKYT THIS MORNING AT 7:00 AM	6.5	6.5	Nov01/16	Rev #0: A
		Contract Comment: WKYT THIS MORNING AT 7:00 AM													
	31	Mon/7-9A	30S	\$120	Nov07/16	Nov07/16	1	1	1	\$120	CBS THIS MORNING	6.7	6.7	Nov01/16	Rev #0: A



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Traffic#: 443284
Salesperson: MICK NESCI (H)

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Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rating RA35+	Rep: Last RA35+ Activity	Last Mod/Rev
	32	Contract Comment: CBS THIS MORNING Tue/7-9A	30S	\$120	Nov08/16	Nov08/16	1	1	1	\$120	CBS THIS MORNING	5.3	5.3 Nov01/16	Rev #0: A
	33	Contract Comment: CBS THIS MORNING Wed/7-9A	30S	\$120	Nov02/16	Nov02/16	1	1	1	\$120	CBS THIS MORNING	6.8	6.8 Nov01/16	Rev #0: A
	34	Contract Comment: CBS THIS MORNING Thu/7-9A	30S	\$120	Nov03/16	Nov03/16	1	1	1	\$120	CBS THIS MORNING	5.7	5.7 Nov01/16	Rev #0: A
	35	Contract Comment: CBS THIS MORNING Fri/7-9A	30S	\$120	Nov04/16	Nov04/16	1	1	1	\$120	CBS THIS MORNING	4.7	4.7 Nov01/16	Rev #0: A
	36	Contract Comment: WKYT NEWS AT 5:00 PM Mon/5-530P	30S	\$475	Nov07/16	Nov07/16	1	1	1	\$475	WKYT NEWS AT 5:00 PM	5.3	5.3 Nov01/16	Rev #0: A
	37	Contract Comment: WKYT NEWS AT 5:00 PM Wed/5-530P	30S	\$475	Nov02/16	Nov02/16	1	1	1	\$475	WKYT NEWS AT 5:00 PM	6.0	6.0 Nov01/16	Rev #0: A
	38	Contract Comment: WKYT NEWS AT 5:00 PM Fri/5-530P	30S	\$475	Nov04/16	Nov04/16	1	1	1	\$475	WKYT NEWS AT 5:00 PM	4.5	4.5 Nov01/16	Rev #0: A
	39	Contract Comment: WKYT NEWS AT 5:30 PM Mon/530-6P	30S	\$550	Nov07/16	Nov07/16	1	1	1	\$550	WKYT NEWS AT 5:30 PM	5.5	5.5 Nov01/16	Rev #0: A
	40	Contract Comment: WKYT NEWS AT 5:30 PM Wed/530-6P	30S	\$550	Nov02/16	Nov02/16	1	0	0	\$0	WKYT NEWS AT 5:30 PM	8.1	8.1 Nov01/16	Rev #0: A
	41	Contract Comment: WKYT NEWS AT 5:30 PM Thu/530-6P	30S	\$550	Nov03/16	Nov03/16	1	1	1	\$550	WKYT NEWS AT 5:30 PM		0.0 Nov01/16	Rev #0: A
	42	Contract Comment: WKYT NEWS AT 5:30 PM Fri/530-6P	30S	\$550	Nov04/16	Nov04/16	1	1	1	\$550	WKYT NEWS AT 5:30 PM	8.8	8.8 Nov01/16	Rev #0: A
	43	Contract Comment: WKYT NEWS AT 6:00 PM Mon/6-630P	30S	\$850	Nov07/16	Nov07/16	1	1	1	\$850	WKYT NEWS AT 6:00 PM	5.4	5.4 Nov01/16	Rev #0: A
	44	Contract Comment: WKYT NEWS AT 6:00 PM Wed/6-630P	30S	\$850	Nov02/16	Nov02/16	1	0	0	\$0	WKYT NEWS AT 6:00 PM	9.1	9.1 Nov01/16	Rev #0: A
	45	Contract Comment: WKYT NEWS AT 6:00 PM Fri/6-630P	30S	\$850	Nov04/16	Nov04/16	1	1	1	\$850	WKYT NEWS AT 6:00 PM	4.4	4.4 Nov01/16	Rev #0: A
	46	Contract Comment: CBS EVENING NEWS WITH SCOTT PELLEY Thu/630-7P	30S	\$1,400	Nov03/16	Nov03/16	1	0	0	\$0	CBS EVENING NEWS WITH SCOTT PELLEY	4.3	4.3 Nov01/16	Rev #0: A
	47	Contract Comment: WHEEL Mon/7-730P	30S	\$850	Nov07/16	Nov07/16	1	1	1	\$850	WHEEL	4.7	4.7 Nov01/16	Rev #0: A
	48	Contract Comment: WHEEL Wed/7-730P	30S	\$850	Nov02/16	Nov02/16	1	0	0	\$0	WHEEL		0.0 Nov01/16	Rev #0: A
	49	Contract Comment: WHEEL Fri/7-730P	30S	\$850	Nov04/16	Nov04/16	1	1	1	\$850	WHEEL	5.4	5.4 Nov01/16	Rev #0: A
	50	Contract Comment: JEOPARDY Thu/730-8P	30S	\$900	Nov03/16	Nov03/16	1	1	1	\$900	JEOPARDY	4.4	4.4 Nov01/16	Rev #0: A
	51	Contract Comment: WKYT NEWS AT 11 PM Mon/11-1130P	30S	\$235	Nov07/16	Nov07/16	1	1	1	\$235	WKYT NEWS AT 11 PM	4.7	4.7 Nov01/16	Rev #0: A
	52	Contract Comment: WKYT NEWS AT 11 PM Wed/11-1130P	30S	\$235	Nov02/16	Nov02/16	1	1	1	\$235	WKYT NEWS AT 11 PM	5.3	5.3 Nov01/16	Rev #0: A
	53	Contract Comment: WKYT NEWS AT 11 PM Thu/11-1130P	30S	\$235	Nov03/16	Nov03/16	1	0	0	\$0	WKYT NEWS AT 11 PM	6.0	6.0 Nov01/16	Rev #0: A
	54	Contract Comment: WKYT NEWS AT 11 PM Fri/11-1130P	30S	\$235	Nov04/16	Nov04/16	1	1	1	\$235	WKYT NEWS AT 11 PM	4.5	4.5 Nov01/16	Rev #0: A
	55	Contract Comment: WKYT NEWS AT 11 PM Sat/11-1130P	30S	\$150	Nov05/16	Nov05/16	1	1	1	\$150	WKYT NEWS AT 11 PM	5.5	5.5 Nov01/16	Rev #0: A
	56	Contract Comment: WKYT NEWS AT 11 PM-LATE Sun/1130P-1A	30S	\$165	Nov06/16	Nov06/16	1	1	1	\$165	WKYT NEWS AT 11 PM-LATE	6.3	6.3 Nov01/16	Rev #0: A
	57	Contract Comment: 60 MINUTES Sun/730-830P	30S	\$750	Nov06/16	Nov06/16	1	0	0	\$0	60 MINUTES	8.1	8.1 Nov01/16	Rev #0: A
	58	Contract Comment: HAWAII FIVE-0 Fri/9-10P	30S	\$550	Nov04/16	Nov04/16	1	1	1	\$550	HAWAII FIVE-0	6.5	6.5 Nov01/16	Rev #0: A
	59	Contract Comment: THE ODD COUPLE Mon/930-10P	30S	\$1,200	Nov07/16	Nov07/16	1	0	0	\$0	THE ODD COUPLE		0.0 Nov01/16	Rev #0: A
	60	Contract Comment: CODE BLACK Thu/959-11P	30S	\$450	Nov03/16	Nov03/16	1	1	1	\$450	CODE BLACK		0.0 Nov01/16	Rev #0: A
	61	Contract Comment: NFL FOOTBALL Sun/1-7P	30S	\$750	Nov06/16	Nov06/16	1	1	1	\$750	NFL FOOTBALL	5.4	5.4 Nov01/16	Rev #0: A
	62	Contract Comment: COLLEGE FOOTBALL Sat/330-7P	30S	\$375	Nov05/16	Nov05/16	1	1	1	\$375	COLLEGE FOOTBALL	4.4	4.4 Nov01/16	Rev #0: A



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Dates: Nov02/16 - Nov08/16

Traffic#: 443284
Salesperson: MICK NESCI (H)

Page: 3
Requested by: LESLIE

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/ Week	Total Spots	Total Dollars	Program Name	Rating RA35+	Rep: Last RA35+ Activity	Last Mod/Rev
Total 53 Spots for:				\$15,345					53	\$15,345		256.6	256.6	
Monthly Estimate Dollars:										\$15,345	Nov/16	256.6	Nov/16	