

WOC12673474 [00.00]

Order Printout



Order Status: Confirmed Start/End Dates: 10/06/20 - 10/12/20 C/P/E: 247 / 328 / 1848
Traffic #: Agency: Armada Strategies Product Desc.: 2020 General Election
Buyer Order #: 9959444 Advertiser: Missouri Opportunity PAC Estimate Desc.: Missouri Opportunity PAC - TV 10.6 - 10.12
AE: Natalie Murphy Buyer: Total Cost: \$63,650.00 (Cash)
Property: KYTV TV Primary Demo: Adults 35+ (RTG) Received Date: 9/18/20 10:40 AM
Sales Region: Local

Comments:

New Order 9/17/20 - The new order will run Tuesday 10/6 - Monday 10/12. Please confirm the new order & alert me of any pre-empts. Thank you! Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadiolInvoices ID #9914861 or RI14861, Marketron #184659, Spotdata #2095Separation: 30

Terms Of Sale:

All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept "service fees" or "handling charges" or anything of that type. Urgently request our commercials air in the first :30 position of each pod. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus weight would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. We have the right to cancel this contract. A 30-minute separation is required between our own spots and those of our major competitors.

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 6												Total Spots	Total Cost	RTG	GRP	CPP
1	DATELINE 4Q20	NM	:30	9:00 PM-10:00 PM	---F---	1,040.00	1												1	1,040.00	6.10	6.10	170.49
	(Program: DATELINE 4Q20)CS-Oct-2019																						
2	AMERICAN NINJA WARRIOR 4Q20	NM	:30	7:00 PM-9:00 PM	---F---	1,080.00	1												1	1,080.00	6.50	6.50	166.15
	(Program: AMERICAN NINJA WARRIOR 4Q20)CS-Oct-2019																						
3	TRANSPLANT 4Q20	NM	:30	9:00 PM-10:00 PM	T-----	1,165.00	1												1	1,165.00	8.30	8.30	140.36
	(Program: TRANSPLANT 4Q20)CS-Oct-2019																						
4	WEAKEST LINK 4Q20	NM	:30	9:00 PM-10:00 PM	-----M	1,135.00	1												1	1,135.00	8.20	8.20	138.41
	(Program: WEAKEST LINK 4Q20)CS-Oct-2019																						
5	ELLEN'S GAME OF GAMES 4Q20	NM	:30	8:00 PM-9:00 PM	T-----	1,225.00	1												1	1,225.00	9.00	9.00	136.11
	(Program: ELLEN'S GAME OF GAMES 4Q20)CS-Oct-2019																						
6	MEET THE PRESS	NM	:30	9:00 AM-10:00 AM	-----S-	805.00	1												1	805.00	5.90	5.90	136.44
	(Program: MEET THE PRESS)CS-Oct-2019																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 6											Total Spots	Total Cost	RTG	GRP	CPP	
7	FOOTBALL NIGHT IN AMERICA '20	NM	:30	6:00 PM-7:20 PM	-----S-	1,210.00	1											1	1,210.00	9.50	9.50	127.37	
	(Program: FOOTBALL NIGHT IN AMERICA '20)CS-Oct-2019																						
8	AMERICAN NINJA WARRIOR 3Q20	NM	:30	7:00 PM-9:00 PM	-----M	1,430.00	1											1	1,430.00	12.60	12.60	113.49	
	(Program: AMERICAN NINJA WARRIOR 3Q20)CS-Oct-2019																						
9	WEAKEST LINK REPEAT 4Q20	NM	:30	7:00 PM-8:00 PM	-W-----	1,135.00	1											1	1,135.00	10.10	10.10	112.38	
	(Program: WEAKEST LINK REPEAT 4Q20)CS-Oct-2019																						
10	KY3 NEWS @ 5PM - SUN	NM	:30	5:00 PM-5:30 PM	-----S-	1,005.00	1											1	1,005.00	9.10	9.10	110.44	
	(Program: KY3 NEWS @ 5PM - SUN)CS-Oct-2019																						
11	SATURDAY TODAY	NM	:30	8:00 AM-9:00 AM	----S--	905.00	1											1	905.00	8.20	8.20	110.37	
	(Program: SATURDAY TODAY)CS-Oct-2019																						
12	NBC NIGHTLY NEWS-SUN	NM	:30	5:28 PM-6:00 PM	-----S-	1,040.00	1											1	1,040.00	9.70	9.70	107.22	
	(Program: NBC NIGHTLY NEWS-SUN)CS-Oct-2019																						
13	SUN OZARKS TODAY	NM	:30	7:00 AM-8:00 AM	-----S-	930.00	1											1	930.00	8.90	8.90	104.49	
	(Program: SUN OZARKS TODAY)CS-Oct-2019																						
14	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	--T----	1,280.00	1											1	1,280.00	12.30	12.30	104.07	
	(Program: KY3 NEWS @ 10PM M-F)CS-Oct-2019																						
14	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	---F---	1,280.00	1											1	1,280.00	12.30	12.30	104.07	
	(Program: KY3 NEWS @ 10PM M-F)CS-Oct-2019																						
14	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	-W-----	1,280.00	1											1	1,280.00	12.30	12.30	104.07	
	(Program: KY3 NEWS @ 10PM M-F)CS-Oct-2019																						
14	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	-----M	1,280.00	1											1	1,280.00	12.30	12.30	104.07	
	(Program: KY3 NEWS @ 10PM M-F)CS-Oct-2019																						
14	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	T-----	1,280.00	1											1	1,280.00	12.30	12.30	104.07	
	(Program: KY3 NEWS @ 10PM M-F)CS-Oct-2019																						
15	KY3 NEWS @ 10PM - SAT	NM	:30	10:00 PM-10:35 PM	----S--	1,230.00	1											1	1,230.00	11.90	11.90	103.36	
	(Program: KY3 NEWS @ 10PM - SAT)CS-Oct-2019																						
16	WHEEL OF FORTUNE - SAT	NM	:30	6:30 PM-7:00 PM	----S--	1,000.00	1											1	1,000.00	10.20	10.20	98.04	
	(Program: WHEEL OF FORTUNE - SAT)CS-Oct-2019																						
17	ELLEN'S GAME OF GAMES 4Q20	NM	:30	7:00 PM-8:00 PM	T-----	1,225.00	1											1	1,225.00	13.10	13.10	93.51	
	(Program: ELLEN'S GAME OF GAMES 4Q20)CS-Oct-2019																						
18	TODAY SHOW RESTRICTED	NM	:30	7:00 AM-8:00 AM	--T----	1,085.00	1											1	1,085.00	11.80	11.80	91.95	
	(Program: TODAY SHOW RESTRICTED)CS-Oct-2019																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 6											Total Spots	Total Cost	RTG	GRP	CPP	
18	TODAY SHOW RESTRICTED	NM	:30	7:00 AM-8:00 AM	-W-----	1,085.00	1											1	1,085.00	11.80	11.80	91.95	
	(Program: TODAY SHOW RESTRICTED)CS-Oct-2019																						
18	TODAY SHOW RESTRICTED	NM	:30	7:00 AM-8:00 AM	-----M	1,085.00	1											1	1,085.00	11.80	11.80	91.95	
	(Program: TODAY SHOW RESTRICTED)CS-Oct-2019																						
19	NBC NIGHTLY NEWS	NM	:30	5:28 PM-6:00 PM	---F---	1,390.00	1											1	1,390.00	15.10	15.10	92.05	
	(Program: NBC NIGHTLY NEWS)CS-Oct-2019																						
19	NBC NIGHTLY NEWS	NM	:30	5:28 PM-6:00 PM	--T----	1,390.00	1											1	1,390.00	15.10	15.10	92.05	
	(Program: NBC NIGHTLY NEWS)CS-Oct-2019																						
19	NBC NIGHTLY NEWS	NM	:30	5:28 PM-6:00 PM	T-----	1,390.00	1											1	1,390.00	15.10	15.10	92.05	
	(Program: NBC NIGHTLY NEWS)CS-Oct-2019																						
20	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	--T----	1,100.00	1											1	1,100.00	12.10	12.10	90.91	
	(Program: OZARKS TODAY)CS-Oct-2019																						
20	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	---F---	1,100.00	1											1	1,100.00	12.10	12.10	90.91	
	(Program: OZARKS TODAY)CS-Oct-2019																						
20	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	-W-----	1,100.00	1											1	1,100.00	12.10	12.10	90.91	
	(Program: OZARKS TODAY)CS-Oct-2019																						
20	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	-----M	1,100.00	1											1	1,100.00	12.10	12.10	90.91	
	(Program: OZARKS TODAY)CS-Oct-2019																						
20	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	T-----	1,100.00	1											1	1,100.00	12.10	12.10	90.91	
	(Program: OZARKS TODAY)CS-Oct-2019																						
21	NFL SNF MINNESOTA@SEATTLE	NM	:30	7:20 PM-10:30 PM	-----S-	1,950.00	1											1	1,950.00	21.80	21.80	89.45	
	(Program: NFL SNF MINNESOTA@SEATTLE)CS-Oct-2019																						
22	SAT OZARKS TODAY	NM	:30	7:00 AM-8:00 AM	----S--	1,035.00	1											1	1,035.00	11.90	11.90	86.97	
	(Program: SAT OZARKS TODAY)CS-Oct-2019																						
23	ELLEN	NM	:30	4:00 PM-5:00 PM	--T----	420.00	1											1	420.00	4.90	4.90	85.71	
	(Program: ELLEN)CS-Oct-2019																						
23	ELLEN	NM	:30	4:00 PM-5:00 PM	---F---	420.00	1											1	420.00	4.90	4.90	85.71	
	(Program: ELLEN)CS-Oct-2019																						
23	ELLEN	NM	:30	4:00 PM-5:00 PM	-W-----	420.00	1											1	420.00	4.90	4.90	85.71	
	(Program: ELLEN)CS-Oct-2019																						
23	ELLEN	NM	:30	4:00 PM-5:00 PM	-----M	420.00	1											1	420.00	4.90	4.90	85.71	
	(Program: ELLEN)CS-Oct-2019																						
23	ELLEN	NM	:30	4:00 PM-5:00 PM	T-----	420.00	1											1	420.00	4.90	4.90	85.71	
	(Program: ELLEN)CS-Oct-2019																						
24	SUN NEWS @ 1035P	NM	:30	10:35 PM-11:05 PM	-----S-	1,300.00	1											1	1,300.00	15.30	15.30	84.97	
	(Program: SUN NEWS @ 1035P)CS-Oct-2019																						
25	DR.PHIL	NM	:30	3:00 PM-4:00 PM	--T----	375.00	1											1	375.00	4.40	4.40	85.23	
	(Program: DR.PHIL)CS-Oct-2019																						
25	DR.PHIL	NM	:30	3:00 PM-4:00 PM	---F---	375.00	1											1	375.00	4.40	4.40	85.23	
	(Program: DR.PHIL)CS-Oct-2019																						

List Items							Spots												Totals		Adults 35+		
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25	DR.PHIL	NM	:30	3:00 PM-4:00 PM	-W-----	375.00	1											1	375.00	4.40	4.40	85.23	
	(Program: DR.PHIL)CS-Oct-2019																						
25	DR.PHIL	NM	:30	3:00 PM-4:00 PM	-----M	375.00	1											1	375.00	4.40	4.40	85.23	
	(Program: DR.PHIL)CS-Oct-2019																						
25	DR.PHIL	NM	:30	3:00 PM-4:00 PM	T-----	375.00	1											1	375.00	4.40	4.40	85.23	
	(Program: DR.PHIL)CS-Oct-2019																						
26	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	--T----	1,400.00	1											1	1,400.00	16.90	16.90	82.84	
	(Program: KY3 NEWS @ 6PM -M-F)CS-Oct-2019																						
26	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	---F---	1,400.00	1											1	1,400.00	16.90	16.90	82.84	
	(Program: KY3 NEWS @ 6PM -M-F)CS-Oct-2019																						
26	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	-W-----	1,400.00	1											1	1,400.00	16.90	16.90	82.84	
	(Program: KY3 NEWS @ 6PM -M-F)CS-Oct-2019																						
26	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	-----M	1,400.00	1											1	1,400.00	16.90	16.90	82.84	
	(Program: KY3 NEWS @ 6PM -M-F)CS-Oct-2019																						
26	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	T-----	1,400.00	1											1	1,400.00	16.90	16.90	82.84	
	(Program: KY3 NEWS @ 6PM -M-F)CS-Oct-2019																						
27	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	--T----	1,250.00	1											1	1,250.00	15.40	15.40	81.17	
	(Program: WHEEL OF FORTUNE)CS-Oct-2019																						
27	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-W-----	1,250.00	1											1	1,250.00	15.40	15.40	81.17	
	(Program: WHEEL OF FORTUNE)CS-Oct-2019																						
27	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-----M	1,250.00	1											1	1,250.00	15.40	15.40	81.17	
	(Program: WHEEL OF FORTUNE)CS-Oct-2019																						
28	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	---F---	495.00	1											1	495.00	6.90	6.90	71.74	
	(Program: TODAY SHOW II)CS-Oct-2019																						
28	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	--T----	495.00	1											1	495.00	6.90	6.90	71.74	
	(Program: TODAY SHOW II)CS-Oct-2019																						
28	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	T-----	495.00	1											1	495.00	6.90	6.90	71.74	
	(Program: TODAY SHOW II)CS-Oct-2019																						
29	TONIGHT SHOW	NM	:30	10:34 PM-11:37 PM	---F---	455.00	1											1	455.00	7.20	7.20	63.19	
	(Program: TONIGHT SHOW)CS-Oct-2019																						
29	TONIGHT SHOW	NM	:30	10:34 PM-11:37 PM	-W-----	455.00	1											1	455.00	7.20	7.20	63.19	
	(Program: TONIGHT SHOW)CS-Oct-2019																						
29	TONIGHT SHOW	NM	:30	10:34 PM-11:37 PM	T-----	455.00	1											1	455.00	7.20	7.20	63.19	
	(Program: TONIGHT SHOW)CS-Oct-2019																						
30	LATE NIGHT W/SETH MEYERS	NM	:30	11:37 PM-12:37 XM	---F---	295.00	1											1	295.00	4.70	4.70	62.77	
	(Program: LATE NIGHT W/SETH MEYERS)CS-Oct-2019																						
30	LATE NIGHT W/SETH MEYERS	NM	:30	11:37 PM-12:37 XM	-W-----	295.00	1											1	295.00	4.70	4.70	62.77	
	(Program: LATE NIGHT W/SETH MEYERS)CS-Oct-2019																						
30	LATE NIGHT W/SETH MEYERS	NM	:30	11:37 PM-12:37 XM	-----M	295.00	1											1	295.00	4.70	4.70	62.77	
	(Program: LATE NIGHT W/SETH MEYERS)CS-Oct-2019																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 6											Total Spots	Total Cost	RTG	GRP	CPP	
31	KY3 NEWS @ 6PM - SAT	NM	:30	6:00 PM-6:30 PM	----S--	950.00	1											1	950.00	15.40	15.40	61.69	
	(Program: KY3 NEWS @ 6PM - SAT)CS-Oct-2019																						
32	SNL	NM	:30	10:30 PM-12:00 XM	----S--	465.00	1											1	465.00	7.60	7.60	61.18	
	(Program: SNL)CS-Oct-2019																						
33	KY3 NEWS @ NOON	NM	:30	12:00 PM-1:00 PM	---F---	485.00	1											1	485.00	8.00	8.00	60.63	
	(Program: KY3 NEWS @ NOON)CS-Oct-2019																						
33	KY3 NEWS @ NOON	NM	:30	12:00 PM-1:00 PM	--T----	485.00	1											1	485.00	8.00	8.00	60.63	
	(Program: KY3 NEWS @ NOON)CS-Oct-2019																						
33	KY3 NEWS @ NOON	NM	:30	12:00 PM-1:00 PM	-W-----	485.00	1											1	485.00	8.00	8.00	60.63	
	(Program: KY3 NEWS @ NOON)CS-Oct-2019																						
34	THE PLACE	NM	:30	11:30 AM-12:00 PM	---F---	300.00	1											1	300.00	5.30	5.30	56.60	
	(Program: THE PLACE)CS-Oct-2019																						
34	THE PLACE	NM	:30	11:30 AM-12:00 PM	--T----	300.00	1											1	300.00	5.30	5.30	56.60	
	(Program: THE PLACE)CS-Oct-2019																						
34	THE PLACE	NM	:30	11:30 AM-12:00 PM	-W-----	300.00	1											1	300.00	5.30	5.30	56.60	
	(Program: THE PLACE)CS-Oct-2019																						
35	OUTDOORSMAN 2Q20	NM	:30	11:35 PM-12:05 XM	-----S-	250.00	1											1	250.00	7.70	7.70	32.47	
	(Program: OUTDOORSMAN 2Q20)CS-Oct-2019																						
Spot Totals:							71										71	\$63,650.00		703.20			
Adults 35+ GRP:							703.20																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	71	\$63,650.00	703.20				