

# WOC10608328 [01.00]

Order Printout



Order Status: Confirmed	Start/End Dates: 03/27/17 - 04/09/17	C/P/E: 208 / 351 / 3339
Traffic #: 6007845	Agency: D.L. Media, Inc	Product Desc.: Political
Buyer Order #: 6007845	Advertiser: 208 - Jan Fisk for Springfield City Council	Estimate Desc.: Jan Fisk for City Council
AE: Natalie Murphy	Buyer:	Total Cost: \$990.00 (Cash)
Property: KSPR TV	Primary Demo: Women 65+ (RTG)	Received Date: 3/29/17 9:00 AM
Sales Region: Local		

Comments:

Separation: 30

List Items							Spots											Totals		Women 65+			Men 65+				
Line	Program	ST	Len	Time	Days	Rate	Mar 27	Apr 3											Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP	
1	JEOPARDY	NM	:30	5:00 PM-5:30 PM	MTWTF--	115.00	5	0										5	575.00	11.10	55.50	10.36	9.20	46.00	12.50		
(Program: JEOPARDY)1 SPOT PER DAU																											
2	JEOPARDY	NM	:30	5:00 PM-5:30 PM	M-----	115.00	0	1										1	115.00	12.30	12.30	9.35	10.00	10.00	11.50		
(Program: JEOPARDY)																											
3	BIG BNG THEORY	NM	:30	6:30 PM-7:00 PM	M-----	300.00	0	1										1	300.00	5.80	5.80	51.72	6.90	6.90	43.48		
(Program: BIG BNG THEORY)																											
Spot Totals:							5	2										7	\$990.00		73.60			62.90			
Women 65+ GRP:							55.50	18.10																			
Men 65+ GRP:							46.00	16.90																			

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
April	7	\$990.00	73.60				