

# WOC10608328 [00.00]

Order Printout



Order Status: Opened-New

Start/End Dates: 03/27/17 - 04/09/17

C/P/E: 208 / 351 / 3339

Traffic #:

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: \$690.00 (Cash)

Property: KSPR TV

Primary Demo: Women 65+ (RTG)

Received Date: 3/23/17 12:24 PM

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)																											
Spot Totals:							5	1											6	\$690.00		67.80			56.00		
Women 65+ GRP:							55.50	12.30																			
Men 65+ GRP:							46.00	10.00																			

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
April	6	\$690.00	67.80				