

WOC11770724 [00.00]

Order Printout



Order Status: Opened-New

Start/End Dates: 09/04/18 - 09/24/18

C/P/E: 46 / 47 / 340

Traffic #:

Agency: Campaign Group

Product Desc.: issue

Buyer Order #: 7621876

Advertiser: With Honor

Estimate Desc.: Kentucky 6

AE: Kevin Kidd

Buyer:

Total Cost: \$222,210.00 (Cash)

Property: WKYT TV

Primary Demo: Adults 35+ (RTG)

Received Date: 8/10/18 9:20 AM

Sales Region: Local

Comments:

Separation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Sep 4	Sep 11	Sep 18										Total Spots	Total Cost	RTG	GRP	CPP
1	WKYT This Morning at 430a	NM	:30	4:30 AM-5:00 AM	TWTF--M	60.00	3	3	3										9	540.00	0.50	4.50	120.00
	(Program: WKYT This Morning at 430a)Jul-2017LP																						
2	WKYT This Morning at 5a	NM	:30	5:00 AM-5:30 AM	TWTF--M	300.00	3	3	3										9	2,700.00	1.80	16.20	166.67
	(Program: WKYT This Morning at 5a)Jul-2017LP																						
3	WKYT This Morning at 530a	NM	:30	5:30 AM-6:00 AM	TWTF--M	400.00	3	3	3										9	3,600.00	1.90	17.10	210.53
	(Program: WKYT This Morning at 530a)Jul-2017LP																						
4	WKYT This Morning at 6a	NM	:30	6:00 AM-7:00 AM	TWTF--M	575.00	3	3	3										9	5,175.00	3.70	33.30	155.41
	(Program: WKYT This Morning at 6a)Jul-2017LP																						
5	CBS This Morning	NM	:30	7:00 AM-9:00 AM	TWTF--M	400.00	5	5	5										15	6,000.00	2.80	42.00	142.86
	(Program: CBS This Morning)Jul-2017LP																						
6	CBS This Morning- Saturday	NM	:30	8:00 AM-10:00 AM	---S--	550.00	1	1	1										3	1,650.00	2.40	7.20	229.17
	(Program: CBS This Morning- Saturday)Jul-2017LP																						
7	CBS Sunday Morning	NM	:30	9:00 AM-10:30 AM	---S-	900.00	1	1	1										3	2,700.00	4.90	14.70	183.67
	(Program: CBS Sunday Morning)Jul-2017LP																						
8	Live with Kelly & Ryan	NM	:30	9:00 AM-10:00 AM	TWTF--M	400.00	5	5	5										15	6,000.00	1.70	25.50	235.29
	(Program: Live with Kelly & Ryan)Jul-2017LP																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Sep 4	Sep 11	Sep 18										Total Spots	Total Cost	RTG	GRP	CPP
9	WKYT News Mid-Morning 10a	NM	:30	10:00 AM-10:30 AM	TWTF--M	400.00	2	2	2										6	2,400.00	3.20	19.20	125.00
	(Program: WKYT News Mid-Morning 10a)Jul-2017LP																						
10	Bold & Beautiful	NM	:30	10:30 AM-11:00 AM	TWTF--M	500.00	5	5	5										15	7,500.00	2.50	37.50	200.00
	(Program: Bold & Beautiful)Jul-2017LP																						
11	The Price Is Right	NM	:30	11:00 AM-12:00 PM	TWTF--M	610.00	5	5	5										15	9,150.00	3.90	58.50	156.41
	(Program: The Price Is Right)Jul-2017LP																						
12	WKYT News at Noon	NM	:30	12:00 PM-1:00 PM	TWTF--M	600.00	2	2	2										6	3,600.00	5.40	32.40	111.11
	(Program: WKYT News at Noon)Jul-2017LP																						
13	Young & Restless	NM	:30	1:00 PM-2:00 PM	TWTF--M	600.00	5	5	5										15	9,000.00	2.30	34.50	260.87
	(Program: Young & Restless)Jul-2017LP																						
14	The Talk	NM	:30	2:00 PM-3:00 PM	TWTF--M	380.00	5	5	5										15	5,700.00	1.10	16.50	345.45
	(Program: The Talk)Jul-2017LP																						
15	Let's Make a Deal	NM	:30	3:00 PM-4:00 PM	TWTF--M	400.00	5	5	5										15	6,000.00	2.10	31.50	190.48
	(Program: Let's Make a Deal)Jul-2017LP																						
16	WKYT News at 4p	NM	:30	4:00 PM-4:30 PM	TWTF--M	450.00	1	1	1										3	1,350.00	2.70	8.10	166.67
	(Program: WKYT News at 4p)Jul-2017LP																						
17	WKYT News at 430p	NM	:30	4:30 PM-5:00 PM	TWTF--M	475.00	1	1	1										3	1,425.00	3.00	9.00	158.33
	(Program: WKYT News at 430p)Jul-2017LP																						
18	WKYT News at 5p	NM	:30	5:00 PM-5:30 PM	TWTF--M	800.00	1	1	1										3	2,400.00	5.00	15.00	160.00
	(Program: WKYT News at 5p)Jul-2017LP																						
19	WKYT News at 530p	NM	:30	5:30 PM-6:00 PM	TWTF--M	900.00	1	1	1										3	2,700.00	5.80	17.40	155.17
	(Program: WKYT News at 530p)Jul-2017LP																						
20	WKYT News at 6p	NM	:30	6:00 PM-6:30 PM	TWTF--M	1,215.00	1	1	1										3	3,645.00	7.80	23.40	155.77
	(Program: WKYT News at 6p)Jul-2017LP																						
21	CBS Evening News	NM	:30	6:30 PM-7:00 PM	TWTF--M	2,000.00	1	1	1										3	6,000.00	7.00	21.00	285.71
	(Program: CBS Evening News)Jul-2017LP																						
22	WKYT News at 6p- Sun	NM	:30	6:00 PM-6:30 PM	----S-	600.00	1	1	1										3	1,800.00	2.20	6.60	272.73
	(Program: WKYT News at 6p- Sun)Jul-2017LP																						
23	WKYT News at 630p- Sun	NM	:30	6:30 PM-7:00 PM	----S-	600.00	1	1	1										3	1,800.00	3.50	10.50	171.43
	(Program: WKYT News at 630p- Sun)Jul-2017LP																						
24	Wheel of Fortune	NM	:30	7:00 PM-7:30 PM	TWTF--M	1,350.00	5	5	5										15	20,250.00	7.20	108.00	187.50
	(Program: Wheel of Fortune)Jul-2017LP																						
25	Jeopardy	NM	:30	7:30 PM-8:00 PM	TWTF--M	1,350.00	5	5	5										15	20,250.00	8.70	130.50	155.17
	(Program: Jeopardy)Jul-2017LP																						
26	Jeopardy Saturday	NM	:30	7:30 PM-8:00 PM	----S--	500.00	1	1	1										3	1,500.00	2.90	8.70	172.41
	(Program: Jeopardy Saturday)Jul-2017LP																						
27	Mom/Man w/a Plan	NM	:30	7:58 PM-9:00 PM	-----M	1,200.00	1	1	1										3	3,600.00	3.90	11.70	307.69
	(Program: Mom/Man w/a Plan)Jul-2017LP																						
28	Elementary	NM	:30	10:00 PM-11:00 PM	-----M	1,380.00	1	1	1										3	4,140.00	2.20	6.60	627.27
	(Program: Elementary)Jul-2017LP																						

List Items							Spots										Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Sep 4	Sep 11	Sep 18								Total Spots	Total Cost	RTG	GRP	CPP
29	NCIS: New Orleans	NM	:30	10:00 PM-11:00 PM	T-----	1,380.00	1	1	1								3	4,140.00	2.90	8.70	475.86
(Program: NCIS: New Orleans)Jul-2017LP																					
30	TKO	NM	:30	7:58 PM-9:00 PM	-W----	2,000.00	1	1	1								3	6,000.00	4.50	13.50	444.44
(Program: TKO)Jul-2017LP																					
31	Big Brother	NM	:30	9:00 PM-10:00 PM	-W----	2,200.00	1	1	1								3	6,600.00	2.80	8.40	785.71
(Program: Big Brother)Jul-2017LP																					
32	Code Black	NM	:30	10:00 PM-11:00 PM	-W----	1,380.00	1	1	1								3	4,140.00	2.10	6.30	657.14
(Program: Code Black)Jul-2017LP																					
33	Big Bang Theory/ Young Sheldon	NM	:30	7:58 PM-9:00 PM	--T---	3,500.00	1	1	1								3	10,500.00	5.60	16.80	625.00
(Program: Big Bang Theory/ Young Sheldon)Jul-2017LP																					
34	Macgyver/Undercover	NM	:30	7:58 PM-9:00 PM	---F--	1,380.00	1	1	1								3	4,140.00	4.20	12.60	328.57
(Program: Macgyver/Undercover)Jul-2017LP																					
35	Hawaii Five-O	NM	:30	9:00 PM-10:00 PM	---F--	2,000.00	1	1	1								3	6,000.00	3.20	9.60	625.00
(Program: Hawaii Five-O)Jul-2017LP																					
36	Blue Bloods	NM	:30	10:00 PM-11:00 PM	---F--	1,900.00	1	1	1								3	5,700.00	2.90	8.70	655.17
(Program: Blue Bloods)Jul-2017LP																					
37	Crimetime Saturday 8p	NM	:30	7:58 PM-9:00 PM	----S-	540.00	1	1	1								3	1,620.00	1.30	3.90	415.38
(Program: Crimetime Saturday 8p)Jul-2017LP																					
38	60 Minutes	NM	:30	7:00 PM-8:00 PM	----S-	2,200.00	1	1	1								3	6,600.00	3.90	11.70	564.10
(Program: 60 Minutes)Jul-2017LP																					
39	Big Brother	NM	:30	8:00 PM-9:00 PM	----S-	3,150.00	1	1	1								3	9,450.00	3.50	10.50	900.00
(Program: Big Brother)Jul-2017LP																					
40	NCIS Los Angeles	NM	:30	9:00 PM-10:00 PM	----S-	1,380.00	1	1	1								3	4,140.00	2.00	6.00	690.00
(Program: NCIS Los Angeles)Jul-2017LP																					
41	WKYT News at 11p	NM	:30	11:00 PM-11:35 PM	TWTF--M	775.00	1	1	1								3	2,325.00	3.60	10.80	215.28
(Program: WKYT News at 11p)Jul-2017LP																					
42	The Late Show -Stephen Colbert	NM	:30	11:35 PM-12:37 XM	TWTF--M	400.00	5	5	5								15	6,000.00	1.90	28.50	210.53
(Program: The Late Show -Stephen Colbert)Jul-2017LP																					
43	The Late, Late Show	NM	:30	12:37 XM-1:37 XM	TWTF--M	100.00	5	5	5								15	1,500.00	0.30	4.50	333.33
(Program: The Late, Late Show)Jul-2017LP																					
44	Family Feud	NM	:30	11:35 PM-12:05 XM	----S-	260.00	1	1	1								3	780.00	1.60	4.80	162.50
(Program: Family Feud)Jul-2017LP																					
Spot Totals:							98	98	98								294	\$222,210.00		932.40	
Adults 35+ GRP:							310.80	310.80	310.80												

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
September	294	\$222,210.00	932.40				