

Buy Detail Report

Revision #:
 Date: 10/3/2016 3:21 PM

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Client: AL Media
Media: TV
Product: Julie Lassa
Market: Wausau, WI
Primary Demo: Adults 35+
Separation between spots: 30
Estimate: 5269
Description: Friends of Julie Lassa: TV 10/10 - 10/16
Flight Start Date: 10/10/2016 03:00 AM
Flight End Date: 10/16/2016 02:59 AM
Buyer: Barb Obrzut

Estimate Comments: SCHEDULE RUNS MON 10/10 THRU SUN 10/16

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/10	Total Spots	Adults 35+ Rtg/CPP
WSAW-TV							
MTuWThF 10:35p-11:35p	LF	\$75.00	\$63.75	30	4	4	1.7
LT-COLBERT-CBS							\$44.12
							\$37.50
Sa 10:35p-11:35p	LF	\$100.00	\$85.00	30	1	1	1.5
BLUE BLOODS							\$66.67
							\$56.67
Total Spots:						5	8.3
Total GRP/GIMP(000):							\$48.19
Total CPP/CPM:							\$40.96
Total Cost:		\$400.00		\$340.00		5	