

Buy Detail Report

8/14/2018

Client: SUE MAXWELL BARNES
Media: TV
Product: PRIMARY
Flight Date: 08/27/2018 - 09/16/2018
Market/System: Buffalo-Niagara Falls

Survey: Sep18 Proj. (Sep17 HUT, Jun18 SHR) DMA Nielsen Live+SD
Buyer: Debra Horn Stachura
Buyer Email: Deb@BuffaloAdvertising.com

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Dur	8/27 9/2	9/3 9/9	9/10 9/16	Total Spots	STN Gross Cost	Notes
WIVB-TV	CBS	Th-F	EM	6:00a-7:00a	WAKE UP	30	2	0	0	2	\$225.00	
	CBS	M-F	RT	6:00a-7:00a	WAKE UP	30	0	5	0	5	\$225.00	
	CBS	M-Th	EM	6:00a-7:00a	WAKE UP	30	0	0	3	3	\$225.00	
	CBS	Th-F	DT	12:00p-12:30p	NEWS 4	30	2	0	0	2	\$175.00	
					NOON							
	CBS	M-F	DT	12:00p-12:30p	NEWS 4	30	0	5	0	5	\$175.00	
					NOON							
	CBS	M-Th	DT	12:00p-12:30p	NEWS 4	30	0	0	4	4	\$175.00	
					NOON							
	CBS	Th-F	EN	5:00p-6:00p	NEWS4	30	2	0	0	2	\$250.00	
					BUFFALO @							
					5 AND 6							
	CBS	M-F	EN	5:00p-6:00p	NEWS4	30	0	5	0	5	\$250.00	
					BUFFALO @							
					5 AND 6							
	CBS	M-W	EN	5:00p-6:00p	NEWS4	30	0	0	3	3	\$250.00	
					BUFFALO @							
					5 AND 6							
	CBS	Th-F	PA	7:00p-8:00p	WHEELJEO	15	2	0	0	2	\$225.00	
					PARDY							
	CBS	M-F	PA	7:00p-8:00p	WHEELJEO	15	0	5	0	5	\$225.00	
					PARDY							
	CBS	M-W	PA	7:00p-8:00p	WHEELJEO	15	0	0	3	3	\$225.00	
					PARDY							
	CBS	Th-Su	LN	11:00p-11:30p	NEWS 4	30	4	0	0	4	\$300.00	
					BUFFALO 11							
	CBS	M-F	LN	11:00p-11:30p	NEWS 4	30	0	4	0	4	\$300.00	
					BUFFALO 11							
	CBS	M-W	LN	11:00p-11:30p	NEWS 4	30	0	0	3	3	\$300.00	
					BUFFALO 11							
	CBS	Sa	RT	6:00a-8:00a	SATURDAY	30	1	1	0	2	\$100.00	
					WAKE UP							
	CBS	Su	RT	9:00a-10:30a	CBS	15	1	1	0	2	\$200.00	
					SUNDAY							
Station Total:	CBS	Su	PT	7:00p-8:00p	MORNING	30	1	1	0	2	\$750.00	
					60 MINUTES					58	\$14,325.00	