

Buy Detail Report

Revision #: **Date:** 4/9/2014

Client: Layton for Sheriff
Media: TV
Product: Primary
Market: Indianapolis
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 2259
Description: LFS 2014 Primary - TV
Flight Start Date: 4/14/2014 05:00 AM
Flight End Date: 5/11/2014 04:59 AM
Survey: May13 DMA Nielsen Live+7
Buyer: Laura Heape

Vendor: WXIN-TV
 6910 Network Place
 Indianapolis, IN 46278

Send Billing To: EchoPoint Media
 407 N. Fulton Street
 Indianapolis, IN 46202
Phone: 317.264.8400
Fax: 317.264.8401

Phone: 317-632-5900
Fax: (317) 687-6531

Affiliation: FOX

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks	4/14	4/21	4/28	5/5	Total Spots	Adults 35+ Rtg/CPP
WXIN-TV											
12	MTuWThF 7:00a- 9:00a FOX59 MRNG NWS CD	EM	\$375.00	30	0	3	0	0		3	2.7 \$138.89
13	MTuWThF 7:00a- 9:00a FOX59 MRNG NWS Preemptible w/ Notice	EM	\$300.00	30	0	0	3	1		4	2.7 \$111.11
14	Sa 8:00a- 9:00a FOX59 WKND-8A CD	EM	\$275.00	30	0	1	0	0		1	2.6 \$105.77
15	Sa 8:00a- 9:00a FOX59 WKND-8A Preemptible w/ Notice	EM	\$220.00	30	0	0	1	0		1	2.6 \$84.62
16	MTuWThF 4:00p- 5:00p FOX59-1ST AT 4 CD	EN	\$345.00	30	0	1	0	0		1	2.8 \$123.21
17	MTuWThF 4:00p- 5:00p FOX59-1ST AT 4 Preemptible w/ Notice	EN	\$275.00	30	0	0	3	1		4	2.8 \$98.21
18	MTuWThF 10:00p-11:00p FOX59 NEWS< CD	LN	\$970.00	30	0	3	0	0		3	4.2 \$230.95
19	MTuWThF 10:00p-11:00p FOX59 NEWS< Preemptible w/ Notice	LN	\$775.00	30	0	0	3	1		4	4.2 \$184.52
20	Sa 10:00p-10:35p AVG. ALL WKS CD	LN	\$315.00	30	0	1	0	0		1	5.1 \$61.76

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Daypart Line No Program	Daypart Code	STN Gross	Dur	Wks 4/14	4/21	4/28	5/5	Total Spots	Adults 35+ Rtg/CPP
WXIN-TV									
21 Sa 10:00p-10:35p	LN	\$250.00	30	0	0	1	0	1	5.1
AVG. ALL WKS									\$49.02
Preemptible w/ Notice									
Total Spots:				0	9	11	3	23	
Total GRP/GIMP(000):				0.0	31.2	36.8	9.7		77.7
Total CPP/CPM:									\$139.51
Total Cost:		\$10,840.00						23	

Signature: _____

Disclaimer: