



Romph & Pou
AGENCY

18-BARK-002 Feb-March 2018 TV

Order #: 2936-13730

Revision #:

Date: 2/7/2018

Client: Alicia Barkley

Estimate: 2936

Vendor: KETK-TV

Send Billing To: Romph & Pou Agency, Inc.

Media: TV

Flight Start Date: 2/5/2018 03:00 AM
Flight End Date: 3/11/2018 02:59 AM

7225 Fern Ave
Suite 100

Product: TV

Market: Tyler

Survey: Feb18 Proj. (Feb17 HUT, Dec17 SHR)

Shreveport, LA 71105

Primary Demo: Adults 21+

DMA Rentrak Live Only

Phone: 318-424-2676

Separation between spots: 30

Buyer: Lucia Watkins

Affiliation: NBC

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	C/T	Dur	Wks 2/5	2/12	2/19	2/26	3/5	Total Spots	Adults 21+	Rtg/CPP
KETK-TV														
1	MTuWThF 6:00a-7:00a VARIOUS	EM	\$140.00	\$119.00	C	30	0	0	0	1	0	1	1.6	\$87.50
													\$74.38	
2	MTu 6:00a-7:00a AVG. ALL WKS<	EM	\$140.00	\$119.00	C	30	0	0	0	0	1	1	1.6	\$87.50
													\$74.38	
3	F 6:00a-7:00a KETK Today 6a/KETK Today 6:30a feb8-25	EM	\$180.00	\$153.00	C	30	1	0	0	0	0	1	1.6	\$112.50
													\$95.63	
4	MTuWThF 6:00a-7:00a VARIOUS feb8-25	EM	\$180.00	\$153.00	C	30	0	1	1	0	0	2	1.6	\$112.50
													\$95.63	
5	F 6:00p-6:30p KETK News at 6	EN	\$300.00	\$255.00	C	30	1	0	0	0	0	1	2.5	\$120.00
													\$102.00	
6	MTuWThF 6:00p-6:30p KETK News at 6<	EN	\$300.00	\$255.00	C	30	0	2	1	1	0	4	3.0	\$100.00
													\$85.00	

Disclaimer:



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KETK-TV														
7	MTu 6:00p- 6:30p	EN	\$300.00	\$255.00	C	30	0	0	0	0	2	2	3.6	
	AVG. ALL WKS/KETK News at 6													
													\$83.33	
													\$70.83	
8	Sa 7:00a- 9:00a	WK	\$80.00	\$68.00	C	30	1	1	1	1	0	4	1.2	
	Saturday Today<													
													\$66.67	
													\$56.67	
													Total Spots:	16
													Total GRP/GIMP(000):	34.5
													Total CPP/CPM:	\$93.91
														\$79.83
													Total Cost:	16
Station Monthly Summary														
C														
	FEB 18		\$1,980.00									10		
	MAR 18		\$1,260.00									6		
	Total Cost:		\$3,240.00									16		

Total Cost: \$3,240.00 \$2,754.00

Signature: _____

Disclaimer: