

939165

Moloney 1024-110618

Book: November 2017 LivePlus



Proposal ID: 214587
 Market: LEXINGTON [63]
 Station: WKYT
 Schedule Date: 10/24/2018 - 11/6/2018
 Advertiser: <No Advertiser>
 Spot Length(s): :30
 Book: November 2017 LivePlus
 Author: Benita Tucker

Acct. Exec: Benita Tucker
 Phone #: 859-566-1209
 Email: benita.tucker@wkyt.com
 Web Site: www.wkyt.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 10/24/2018-11/6/2018

Program Time	Spot Length	OC 24	OC 29	NO 5	DMA P35+ RTG	W k s	Rate Spots
WKYT							
WKYT This Morning at 6a	:30	2	1	2	4.3	3	\$250.00
GRPs/Impressions					21.5		5
SHR					27.5		
CPP/CPM					\$58.14		
Mo-Fr 6:00a-7:00a							
CBS This Morning	:30	2	2	2	3.8	3	\$125.00
GRPs/Impressions					22.8		6
SHR					21.5		
CPP/CPM					\$32.89		
Mo-Fr 7:00a-9:00a							
WKYT News at Noon	:30	2	3	2	5.8	3	\$155.00
GRPs/Impressions					40.6		7
SHR					33.0		
CPP/CPM					\$26.72		
Mo-Fr 12:00p-1:00p							
WKYT News at 5p	:30	2	4	1	6.3	3	\$450.00
GRPs/Impressions					44.1		7
SHR					25.2		
CPP/CPM					\$71.43		
Mo-Fr 5:00p-5:30p							
WKYT News at 6p	:30	1	1	1	9.6	3	\$700.00
GRPs/Impressions					28.8		3
SHR					28.3		
CPP/CPM					\$72.92		
Mo-Fr 6:00p-6:30p							
WKYT News at 11p	:30	2	4	1	5.1	3	\$475.00
GRPs/Impressions					35.7		7
SHR					22.1		
CPP/CPM					\$93.14		
Mo-Fr 11:00p-11:35p							
WKYT This Morning- Sat 7a	:30	1	1	--	3.0	2	\$120.00
GRPs/Impressions					6.0		2
SHR					28.3		
CPP/CPM					\$40.00		
Sat 7:00a-8:00a							
WKYT This Morning- Sun 7a	:30	--	1	--	1.7	1	\$100.00
GRPs/Impressions					1.7		1
SHR					13.5		
CPP/CPM					\$58.82		
Sun 7:00a-8:00a							

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Total Cost: \$12,000.00
 Agency Commission @ 15% \$1,800.00
 Net Cost: \$10,200.00

Signature

General Summary (DMA P35+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach
WKYT	38	\$12,000.00	201.2	1308.3	\$59.64	\$9.17	77.0	2.6	41.3	500,492

Week Summary (DMA P35+ D.RTG)

Week	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM	Reach	Freq	Acc Reach	Acc Freq
10/24/2018	12	32	\$3,730.00	31	63.2	31	411.0	\$59.02	\$9.08	40.1	1.6	40.1	1.6
10/29/2018	17	45	\$5,585.00	47	89.2	44	580.1	\$62.61	\$9.63	48.4	1.8	69.2	2.2
11/5/2018	9	24	\$2,685.00	22	48.8	24	317.2	\$55.02	\$8.46	33.3	1.5	77.0	2.6
Total (DMA P35+)	38	100	\$12,000.00	100	201.2	100	1308.3	\$59.64	\$9.17	77.0	2.6		