



Buy Detail Report

Revision #: Date: 10/30/2018

Client: Amplify Media
Media: TV
Product: Democratic Congressional Campaign Committee
Market: Lexington-Fayette
Separation between spots: 30
Estimate: 944
Description: DCCC Lexington KY-06 TV EST 944 wo 10-30 to 11-6
Flight Start Date: 10/29/2018 03:00 AM
Flight End Date: 11/11/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+1
Buyer: Marge Pistulka
Vendor: WKYT-TV

Affiliation: CBS

Estimate Comments: Flight starts on 11-1 and ends at 12n on 11-6

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/29	11/5	Total Spots
WKYT-TV								
78	MTuWThF 4:30a- 5:00a WKYT This Morning at 430a Nov-2017LP	EM	\$90.00	\$76.50	30	3	4	7
79	MTuWThF 4:00p- 4:30p WKYT News at 4p Nov-2017LP	EN	\$900.00	\$765.00	30	4	2	6
80	MTuWThF 4:30p- 5:00p WKYT News at 430p Nov-2017LP	EN	\$900.00	\$765.00	30	4	2	6
81	MTuWThF 7:00p- 7:30p Wheel of Fortune Nov-2017LP	PA	\$2,700.00	\$2,295.00	30	4	2	6
82	MTuWThF 7:30p- 8:00p Jeopardy Nov-2017LP	PA	\$2,850.00	\$2,422.50	30	4	2	6
83	M 9:00p-10:00p Magnum P.I. Nov-2017LP	PT	\$3,375.00	\$2,868.75	30	0	1	1
84	M 10:00p-11:00p Bull Nov-2017LP	PT	\$3,375.00	\$2,868.75	30	0	1	1
85	Th 9:00p-10:00p Mom/Murphy Brown Nov-2017LP	PT	\$3,000.00	\$2,550.00	30	1	0	1



Buy Detail Report

Revision #: Date: 10/30/2018

Client: Amplify Media
Media: TV
Product: Democratic Congressional Campaign Committee
Market: Lexington-Fayette
Separation between spots: 30
Estimate: 944
Description: DCCC Lexington KY-06 TV EST 944 wo 10-30 to 11-6
Flight Start Date: 10/29/2018 03:00 AM
Flight End Date: 11/11/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+1
Buyer: Marge Pistulka
Vendor: WKYT-TV

Affiliation: CBS

Estimate Comments: Flight starts on 11-1 and ends at 12n on 11-6

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/29	11/5	Total Spots
WKYT-TV								
86	F 10:00p-11:00p Blue Bloods Nov-2017LP	PT	\$4,500.00	\$3,825.00	30	1	0	1
87	Su 10:00p-11:00p Madame Secretary Nov-2017LP	PT	\$2,700.00	\$2,295.00	30	2	0	2
88	Sa 11:35p-12:05a Family Feud Nov-2017LP	LF	\$500.00	\$425.00	30	1	0	1
89	Su 11:30a-12:00p Coach Stoops Show Nov-2017LP	S	\$1,875.00	\$1,593.75	30	1	0	1
Total Spots:						25	14	39
Total Cost:			\$66,755.00	\$56,741.75				39

Signature: _____

Disclaimer:



Buy Detail Report

Summary by Station/System

Date: 10/30/2018

Client: Amplify Media
Media: TV
Product: Democratic Congressional Campaign Committee
Market: Lexington-Fayette
Separation between spots: 30
Estimate: 944
Description: DCCC Lexington KY-06 TV EST 944 wo 10-30 to 11-6
Flight Start Date: 10/29/2018 03:00 AM
Flight End Date: 11/11/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+1
Buyer: Marge Pistulka

Estimate Comments: Flight starts on 11-1 and ends at 12n on 11-6

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKYT-TV	39	\$66,755.00	100%	\$56,741.75	100%
Market Total:	39	\$66,755.00		\$56,741.75	



Buy Detail Report

Summary by Station/Week

Date: 10/30/2018

Client: Amplify Media
Media: TV
Product: Democratic Congressional Campaign Committee
Market: Lexington-Fayette
Separation between spots: 30
Estimate: 944
Description: DCCC Lexington KY-06 TV EST 944 wo 10-30 to 11-6
Flight Start Date: 10/29/2018 03:00 AM
Flight End Date: 11/11/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+1
Buyer: Marge Pistulka

Estimate Comments: Flight starts on 11-1 and ends at 12n on 11-6

Station	10/29	11/5	Total
WKYT-TV			
SPOTS	25	14	39
STN Gross	\$44,945.00	\$21,810.00	\$66,755.00
Total			
SPOTS	25	14	39
STN Gross	\$44,945.00	\$21,810.00	\$66,755.00



Buy Detail Report

Summary by Market

Date: 10/30/2018

Client: Amplify Media
Media: TV
Product: Democratic Congressional Campaign Committee
Separation between spots: 30

Estimate: 944
Description: DCCC Lexington KY-06 TV EST 944 wo 10-30 to 11-6
Flight Start Date: 10/29/2018 03:00 AM
Flight End Date: 11/11/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+1
Buyer: Marge Pistulka

Estimate Comments: Flight starts on 11-1 and ends at 12n on 11-6

Market	Total Spots	STN Gross	PCT	STN Net	PCT
Lexington-Fayette	39	\$66,755.00	100%	\$56,741.75	100%
Estimate Total:	39	\$66,755.00		\$56,741.75	