

WOC13573703 [00.00]

Order Printout

Order Status:	Opened-New	Start/End Dates:	04/12/22 - 04/18/22	C/P/E:	POCR / POCR / 2211
Traffic Order #:		Agency:	ASSEMBLY	Product Desc.:	PROTECT OUR CARE
Buyer Order #:	142431	Advertiser:	PROTECT OUR CARE	Estimate Desc.:	PROTECT OUR CARE -KS-03/DAVIDS
AE:	Unassigned	Buyer:	ALLISON GOLDBERG	Total Cost:	\$17,600.00 (Cash)
Property:	KCTV TV	Primary Demo:	Women 35+ (RTG)	Received Date:	4/12/22 6:01 AM
Sales Region:	Blank				

Comments:

Terms Of Sale:

List Items							Spots												Totals		Women 35+			Women 35+			
Lin e	Program	ST	Len	Time	Days	Rate	Apr 11	Apr 18											Total Spot s	Total Cost	RTG	GRP	CPP	000	IMP	CPM	
1	CBS MORNINGS	N M	:30	7:00 AM-9:00 AM	---T---	500.00	1	0											1	500.00	2.80	2.80	178.57	17.60	17.60	28.41	
(Program: CBS MORNINGS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CB; S THS MRNG-1,CBS THS MRNG-2 Mo-Fr 7:00a-9:00a IN PMay/2021LS; ON KCTV.																											
1	CBS MORNINGS	N M	:30	7:00 AM-9:00 AM	----F--	500.00	1	0											1	500.00	2.80	2.80	178.57	17.60	17.60	28.41	
(Program: CBS MORNINGS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CB; S THS MRNG-1,CBS THS MRNG-2 Mo-Fr 7:00a-9:00a IN PMay/2021LS; ON KCTV.																											
1	CBS MORNINGS	N M	:30	7:00 AM-9:00 AM	M-----	500.00	0	1											1	500.00	2.80	2.80	178.57	17.60	17.60	28.41	
(Program: CBS MORNINGS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CB; S THS MRNG-1,CBS THS MRNG-2 Mo-Fr 7:00a-9:00a IN PMay/2021LS; ON KCTV.																											
1	CBS MORNINGS	N M	:30	7:00 AM-9:00 AM	--W----	500.00	2	0											2	1,000.00	2.80	5.60	178.57	17.60	35.20	28.41	
(Program: CBS MORNINGS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CB; S THS MRNG-1,CBS THS MRNG-2 Mo-Fr 7:00a-9:00a IN PMay/2021LS; ON KCTV.																											
2	PRICE IS RIGHT	N M	:30	10:00 AM-11:00 AM	---T---	1,500.00	1	0											1	1,500.00	4.40	4.40	340.91	28.20	28.20	53.19	
(Program: PRICE IS RIGHT); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PR; ICE-RT 2-CBS,PRICE-RT 1-CBS Mo-Fr 10:00a-11:00a IN PMay/2021; LS ON KCTV ADJUSTED TO THE PMay/2021LS TP HUT LEVEL FROM Mo-; Fr 10:00a-11:00a.																											
2	PRICE IS RIGHT	N M	:30	10:00 AM-11:00 AM	--W----	1,500.00	1	0											1	1,500.00	4.40	4.40	340.91	28.20	28.20	53.19	
(Program: PRICE IS RIGHT); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PR; ICE-RT 2-CBS,PRICE-RT 1-CBS Mo-Fr 10:00a-11:00a IN PMay/2021; LS ON KCTV ADJUSTED TO THE PMay/2021LS TP HUT LEVEL FROM Mo-; Fr 10:00a-11:00a.																											

Generated Date: 4/12/22 6:45 AM

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List Items							Spots													Totals		Women 35+			Women 35+		
Line	Program	ST	Len	Time	Days	Rate	Apr 11	Apr 18											Total Spots	Total Cost	RTG	GRP	CPP	000	IMP	CPM	
2	PRICE IS RIGHT	NM	:30	10:00 AM-11:00 AM	M-----	1,500.00	0	1											1	1,500.00	4.40	4.40	340.91	28.20	28.20	53.19	
	(Program: PRICE IS RIGHT); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PR; ICE-RT 2-CBS,PRICE-RT 1-CBS Mo-Fr 10:00a-11:00a IN PMay/2021; LS ON KCTV ADJUSTED TO THE PMay/2021LS TP HUT LEVEL FROM Mo-, Fr 10:00a-11:00a.																										
3	6PM EARLY NEWS	NM	:30	6:00 PM-6:30 PM	----F--	1,500.00	1	0											1	1,500.00	3.80	3.80	394.74	24.00	24.00	62.50	
	(Program: 6PM EARLY NEWS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KC; TV5 NWS AT 6 Mo-Fr 6:00p-6:30p IN PMay/2021LS ON KCTV.																										
3	6PM EARLY NEWS	NM	:30	6:00 PM-6:30 PM	---T---	1,500.00	1	0											1	1,500.00	3.80	3.80	394.74	24.00	24.00	62.50	
	(Program: 6PM EARLY NEWS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KC; TV5 NWS AT 6 Mo-Fr 6:00p-6:30p IN PMay/2021LS ON KCTV.																										
3	6PM EARLY NEWS	NM	:30	6:00 PM-6:30 PM	--W----	1,500.00	1	0											1	1,500.00	3.80	3.80	394.74	24.00	24.00	62.50	
	(Program: 6PM EARLY NEWS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KC; TV5 NWS AT 6 Mo-Fr 6:00p-6:30p IN PMay/2021LS ON KCTV.																										
4	PEOPLE	NM	:30	6:30 PM-7:00 PM	---T---	1,200.00	1	0											1	1,200.00	2.70	2.70	444.44	17.40	17.40	68.97	
	(Program: PEOPLE); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PE; OPLE Mo-Fr 6:30p-7:00p IN PMay/2021LS ON KCTV.																										
4	PEOPLE	NM	:30	6:30 PM-7:00 PM	--W----	1,200.00	1	0											1	1,200.00	2.70	2.70	444.44	17.40	17.40	68.97	
	(Program: PEOPLE); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PE; OPLE Mo-Fr 6:30p-7:00p IN PMay/2021LS ON KCTV.																										
4	PEOPLE	NM	:30	6:30 PM-7:00 PM	M-----	1,200.00	0	1											1	1,200.00	2.70	2.70	444.44	17.40	17.40	68.97	
	(Program: PEOPLE); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PE; OPLE Mo-Fr 6:30p-7:00p IN PMay/2021LS ON KCTV.																										
5	SUNDAY MRN -CBS	NM	:30	8:00 AM-9:30 AM	-----S	1,000.00	1	0											1	1,000.00	5.20	5.20	192.31	33.28	33.28	30.05	
	(Program: SUNDAY MRN-CBS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SU; NDAY MRN-CBS Sun 8:00a-9:30a IN PMay/2021LS ON KCTV.																										
6	LATE NEWS SUN	NM	:30	10:00 PM-10:35 PM	-----S	1,500.00	1	0											1	1,500.00	3.50	3.50	428.57	22.20	22.20	67.57	
	(Program: LATE NEWS SUN); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KC; TV5NWS-10SUN Sun 10:00p-10:35p IN PMay/2021LS ON KCTV.																										
Spot Totals:							13	3										16	17600.00		55.40			352.28			
Women 35+ GRP:							45.50	9.90																			
Women 35+ GRP:							289.08	63.20																			
Rate Totals:							14400.00	3200.00																			

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
April	16	\$17,600.00	55.40				