# Stinnett for Mayor Primary 2018

Demo Adults 18+
Date 03/29/2018

All-Wks Avrg

| | Notes | Rate $$.00 | Unit/ Wk | Unit Tot | DP Code | Src | Wk 1 - Wk 3<br>Adults 18+<br>Prog Name | Wk 1<br>4/2<br>'18 | Wk 2<br>4/9<br>'18 |
|---|---|---|---|---|---|---|---|---|---|
| Total | | $2001.00 | | 86 | | | | 41 | 45 |
| Lexington May17 DMA Nielsen Live+1 | | $2001.00 | | 86 | | | | 41 | 45 |
| 0184, LECE - Lexington Central | | $1626.00 | | 66 | | | | 32 | 34 |
| BRVO-TV | | $279.00 | | 13 | | | | 6 | 7 |
| Th-Su 5a-9a | | $5.00 | 0 | 0 | RT | TP | Morning Programing | | |
| Th-Su 9a-4p | | $9.00 | 1 | 1 | DT | TP | Daytime Programming | 1 | |
| Th-Su 4p-7p | | $19.00 | 1 | 2 | EF | TP | Early Evening Programming | 2 | |
| Th-Su 7p-12m | | $30.00 | 2 | 3 | RT | TP | Prime Time Programming | 3 | |
| M-Th 5a-9a | | $5.00 | 1 | 1 | RT | TP | Morning Programing | | 1 |
| M-Th 9a-4p | | $9.00 | 1 | 1 | DT | TP | Daytime Programming | | 1 |
| M-Th 4p-7p | | $19.00 | 1 | 2 | EF | TP | Early Evening Programming | | 2 |
| M-Th 7p-12m | | $30.00 | 2 | 3 | RT | TP | Prime Time Programming | | 3 |
| CNN -TV | | $323.00 | | 22 | | | | 11 | 11 |
| Th-Su 5a-9a | | $11.00 | 1 | 2 | RT | TP | New Day | 2 | |
| Th-Su 9a-4p | | $8.00 | 1 | 2 | DT | TP | CNN Newsroom | 2 | |
| Th-Su 4p-7p | | $14.00 | 2 | 4 | EF | TP | Early Evening News | 4 | |
| Th-Su 7p-12m | | $23.00 | 2 | 3 | RT | TP | Prime Time News | 3 | |
| M-Th 5a-9a | | $11.00 | 2 | 3 | RT | TP | New Day | | 3 |
| M-Th 9a-4p | | $8.00 | 1 | 2 | DT | TP | CNN Newsroom | | 2 |
| M-Th 4p-7p | | $14.00 | 2 | 3 | EF | TP | Early Evening News | | 3 |
| M-Th 7p-12m | | $23.00 | 2 | 3 | RT | TP | Prime Time News | | 3 |
| FXNC-TV | | $797.00 | | 22 | | | | 11 | 11 |
| Th-Su 5a-9a | | $33.00 | 2 | 3 | RT | TP | Fox and Friends | 3 | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Th-Su 9a-4p | | $21.00 | 1 | 2 | DT | TP | Daytime News | 2 | |
| | | | Th-Su 4p-7p | | $34.00 | 2 | 3 | EF | TP | Early Evening News | 3 | |
| | | | Th-Su 7p-12m | | $54.00 | 2 | 3 | RT | TP | Prime Time News | 3 | |
| | | | M-Th 5a-9a | | $33.00 | 2 | 3 | RT | TP | Fox and Friends | | 3 |
| | | | M-Th 9a-4p | | $21.00 | 2 | 3 | DT | TP | Daytime News | | 3 |
| | | | M-Th 4p-7p | | $34.00 | 1 | 2 | EF | TP | Early Evening News | | 2 |
| | | | M-Th 7p-12m | | $54.00 | 2 | 3 | RT | TP | Prime Time News | | 3 |
| | | LIF -TV | | | $227.00 | | 9 | | | | 4 | 5 |
| | | | Th-Su 9a-4p | | $9.00 | 1 | 1 | DT | TP | Daytime Programming | 1 | |
| | | | Th-Su 4p-7p | | $24.00 | 1 | 1 | EF | TP | Early Evening Programming | 1 | |
| | | | Th-Su 7p-12m | | $38.00 | 1 | 2 | RT | TP | Prime Time Programming | 2 | |
| | | | M-Th 9a-4p | | $9.00 | 1 | 2 | DT | TP | Daytime Programming | | 2 |
| | | | M-Th 4p-7p | | $24.00 | 1 | 1 | EF | TP | Early Evening Programming | | 1 |
| | | | M-Th 7p-12m | | $38.00 | 1 | 2 | RT | TP | Prime Time Programming | | 2 |
| | 8000, LEX- Lexington | | | | $375.00 | | 20 | | | | 9 | 11 |
| | | MNBC-TV | | | $375.00 | | 20 | | | | 9 | 11 |
| | | | Th-Su 5a-9a | | $14.00 | 1 | 2 | RT | TP | Morning Joe | 2 | |
| | | | Th-Su 9a-4p | | $11.00 | 1 | 2 | DT | TP | Daytime News | 2 | |
| | | | Th-Su 4p-7p | | $21.00 | 1 | 2 | EF | TP | Early Evening News | 2 | |
| | | | Th-Su 7p-12m | | $26.00 | 2 | 3 | RT | TP | Prime Time News | 3 | |
| | | | M-Th 5a-9a | | $14.00 | 2 | 3 | RT | TP | Morning Joe | | 3 |
| | | | M-Th 9a-4p | | $11.00 | 1 | 2 | DT | TP | Daytime News | | 2 |
| | | | M-Th 4p-7p | | $21.00 | 2 | 3 | EF | TP | Early Evening News | | 3 |
| | | | M-Th 7p-12m | | $26.00 | 2 | 3 | RT | TP | Prime Time News | | 3 |

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Lexington May17 DMA Nielsen Live+1

Cable Zones: SPECTRUM REACH, LECE - Lexington Central

Lexington May17 DMA Nielsen Live+1

Cable Zones: SPECTRUM REACH, LEX- Lexington Interconnect

Source Field Codes:

TP – Time Period