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 Adults 18+ Prog Name	Wk 1 4/2 '18	Wk 2 4/9 '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