VIEW Report

4/25/2018 9:07AM

Lexington May17 DMA Nielsen Live+1

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 04/23/18 - 05/05/18

Lengths: 30
Dayparts: DT ; EF ; RT

All-Wks Avrg

	Notes	Rate $5.00	RC $	Unit/ Wk	Unit Tot	Wk 1 - Wk 2 Adults 18+ Prog Name	Wk 1 4/23 '18	Wk 2 4/30 '18
Lexington May17 DMA Nielsen Live+1		$1200.00			53		20	33
0184, LECE - Lexington Central		$835.00			33		14	19
CNN -TV		$210.00			15		5	10
Su 5a-9a		$11.00	$11.00	1	1	»New Day/Morning News	1	
Su 9a-4p		$8.00	$8.00	1	2	»CNN Newsroom	2	
Su 4p-7p		$14.00	$14.00	1	1	»Early Evening News	1	
Su 7p-12m		$23.00	$23.00	1	1	»Prime Time News	1	
M-Sa 5a-9a		$11.00	$11.00	2	3	»New Day/Morning News		3
M-Sa 9a-4p		$8.00	$8.00	1	2	»CNN Newsroom		2
M-Sa 4p-7p		$14.00	$14.00	1	2	»Early Evening News		2
M-Sa 7p-12m		$23.00	$23.00	2	3	»Prime Time Programming		3
FXNC-TV		$554.00			15		6	9
Su 5a-9a		$33.00	$33.00	1	1	»Fox & Friends	1	
Su 9a-4p		$21.00	$21.00	1	2	»Daytime News	2	
Su 4p-7p		$34.00	$34.00	1	1	»Early Evening News	1	
Su 7p-12m		$54.00	$54.00	1	2	»Priime Time News	2	
M-Sa 5a-9a		$33.00	$33.00	2	3	»Fox & Friends		3
M-Sa 9a-4p		$21.00	$21.00	1	2	»Daytime News		2
M-Sa 4p-7p		$34.00	$34.00	1	1	»Early Evening News		1
M-F 7p-12m		$54.00	$54.00	2	3	»Prime Time News		3
LIF -TV		$71.00			3		3	
Su 9a-4p		$9.00	$9.00	1	1	»Daytime Programming	1	
Su 4p-7p		$24.00	$24.00	1	1	»Early Evening Programming	1	
Su 7p-12m		$38.00	$38.00	1	1	»Prime Time Programming	1	
8000, LEX- Lexington Interconnect		$365.00			20		6	14
MNBC-TV		$365.00			20		6	14
Su 5a-9a		$14.00	$14.00	1	1	»Morning Joe	1	
Su 9a-4p		$11.00	$11.00	1	2	»Daytime News	2	
Su 4p-7p		$21.00	$21.00	1	1	»Early Evening News	1	
Su 7p-12m		$26.00	$26.00	1	2	»Prime Time News	2	
M-Sa 5a-9a		$14.00	$14.00	2	4	»Morning Joe		4

	Notes	Rate $$.00	RC $	Unit/ Wk	Unit Tot	Wk 1 - Wk 2 Adults 18+ Prog Name	Wk 1 4/23 '18	Wk 2 4/30 '18
M-Sa 9a-4p		$11.00	$11.00	2	3	»Daytime News		3
M-Sa 4p-7p		$21.00	$21.00	2	3	»Early Evening News		3
M-Sa 7p-12m		$26.00	$26.00	2	4	»Prime Time News		4
Total		$1200.00			53		20	33

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
04/2018	$461	20
05/2018	$739	33
Total	$1,200	53

This report has been prepared using Strata NuMath research.
Strata NuMath and report designs Copyright ©2018 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2018 The Nielsen Company, used under license, all rights reserved

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