

New Order

Agency: Buying Time
Office: Washington
Client: 604 - Taylor for ND Agriculture Commissioner
Product: 612 - Political

Station: WDAY-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/06/2014
Flight End: 10/12/2014
Hiatus:

Estimate: 3603 - Taylor Fargo Broadcast 10.6-10.12
Received in ePort: 9/24/2014 5:34:41 PM

43962

Primary Demo:
Demo 2:
Demo 3:

Local/National: Local
Rep Office: WDAY-TV
AE: Carol Anhorn
Phone:
OrderID: 3538509
Status: New

Airtime Dollars: \$7,510.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$7,510.00
Total Spots: 29

GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/6	10/7	10/8	10/9	10/10	10/11	10/12	Total Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 9A-10A Live w/Kelly	DT	\$50.00	C	30	0	1	1	0	1	0	0	3				
2	MTuWThF 5P-5:30P 5 O'CLOCK NEWS	EN	\$200.00	C	30	0	1	0	1	1	0	0	3				
3	Sa 6P-6:30P SA 6 O CLOK NEWS	EN	\$250.00	C	30	0	0	0	0	0	1	0	1				
4	Sa 6:30P-7P Insider Weekend Dr. OZ	PA	\$100.00	C	30	0	0	0	0	0	1	0	1				
5	MTuWThF 4P-5P	EF	\$50.00	C	30	0	0	1	1	1	0	0	3				
6	Sa 6A-7A US FARM REPORT	EM	\$40.00	C	30	0	0	0	0	0	1	0	1				
7	MTuWThF 6P-6:30P 6 O'CLOCK NEWS	EN	\$600.00	C	30	1	0	1	0	0	0	0	2				
8	MTuWThF 5A-6A FIRST NEWS	EM	\$60.00	C	30	1	0	0	0	1	0	0	2				
9	MTuWThF 8A-9A GMA	EM	\$200.00	C	30	0	1	0	1	0	0	0	2				
10	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF	\$150.00	C	30	1	0	1	0	0	0	0	2				
11	MTuWThF 7A-8A GMA	EM	\$300.00	C	30	1	0	0	1	0	0	0	2				

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Commissioner

10/06/2014

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						10/6	10/7	10/8	10/9	10/10	10/11	10/12	Spots	Rtg	CPP	Imp	CPM
12	MTUWThF 6A-7A FIRST NEWS	EM	\$200.00	C	30	0	1	0	0	1	0	0	2				
13	MTUWThF 10P-10:35P 10 O'CLOCK NEWS	LN	\$800.00	C	30	1	0	0	1	0	0	0	2				
14	MTUWThF 6:30P-7P ET	PA	\$500.00	C	30	0	1	0	1	0	0	0	2				
15	Su 6P-7P AFHV	PT	\$600.00	C	30	0	0	0	0	0	0	1	1				
Total Spots:						5	5	4	6	5	3	1					
Cash\$ - Spots: \$7,510.00 - 29 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$7,510.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00																	