

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: 10/02/2014
Flight End: 10/05/2014
Hiatus:

Piggyback Product:
Estimate: 3600 - Taylor Fargo Broadcast 10.2-10.5
Received in ePort: 9/24/2014 5:32:16 PM

Primary Demo:
Demo 2:
Demo 3:

Local/National:
Rep Office: Local
AE: WDAY-TV
Phone: Carol Anhorn

Airtime Dollars: \$4,210.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$4,210.00
Total Spots: 14

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

OrderID: 3538496
Status: New

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/2	10/3	10/4	10/5	Total Spots	Rtg	CPP	Imp	CPM
1	ThFMTuW 9A-10A Live w/Kelly	DT	\$50.00	C	30	0	1	0	0	1				
2	ThFMTuW 5P-5:30P 5 O'CLOCK NEWS	EN	\$200.00	C	30	1	0	0	0	1				
3	Sa 6P-6:30P SA 6 O'CLOCK NEWS	EN	\$250.00	C	30	0	0	1	0	1				
4	ThFMTuW 4P-5P Dr. Oz	EF	\$50.00	C	30	0	1	0	0	1				
5	ThFMTuW 6P-6:30P 6 O'CLOCK NEWS	EN	\$600.00	C	30	1	0	0	0	1				
6	ThFMTuW 5A-6A FIRST NEWS	EM	\$60.00	C	30	0	1	0	0	1				
7	ThFMTuW 8A-9A GMA	EM	\$200.00	C	30	1	0	0	0	1				
8	ThFMTuW 10:35P-11:35P Jimmy Kimmel	LF	\$150.00	C	30	0	1	0	0	1				
9	ThFMTuW 7A-8A GMA	EM	\$300.00	C	30	1	0	0	0	1				
10	ThFMTuW 6A-7A FIRST NEWS	EM	\$200.00	C	30	0	1	0	0	1				
11	Su 10P-10:35P 10 O'CLOCK NEWS	LN	\$750.00	C	30	0	0	0	1	1				

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Commissioner

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len						Total				
						10/2	10/3	10/4	10/5						
12	Sa 7A-8A GMA SAT	EM	\$100.00	C	30	0	0	1	0	1					
13	ThFM TuW 10P- 10:35P 10 OCLOCK NEWS	LN	\$800.00	C	30	1	0	0	0	1					
14	ThFM TuW 6:30P-7P ET	PA	\$500.00	C	30	0	1	0	0	1					
Total Spots:						5	6	2	1						
Cash\$ - Spots: \$4,210.00 - 14 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$4,210.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00															