

ORDER



Orders
Order / Rev: 2908868
Alt Order #: WOC14638616
Product Desc: Issue
Estimate: 4811
Flight Dates: 05/15/24 - 05/21/24
Original Date / Rev: 05/02/24 / 05/02/24
Order Type: General

KTVB
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency Name: Full Reach Media Group/ POL
Buying Contact:
Billing Contact:
 P.O. Box 101552
 Arlington, VA 22210

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/ Idaho Liberty Pac
Demographic: A35+
Product Codes: IS-Local Misc
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End:
Advertiser External ID: 199728
Agency External ID: 73568AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	55	\$20,390.00	\$17,331.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	55	\$20,390.00	\$17,331.50	91.07
Totals	55	\$20,390.00	\$17,331.50	91.07

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVB	05/15/24	05/21/24	Today Show TODAY SHOW	CM	7-9a	1-111--	:30	4	\$450.00	P02	2.65	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/24	05/21/24	1-111--		4				\$450.00		2.65			
N 2	KTVB	05/15/24	05/19/24	Today Show Su SUNDAY TODAY SHOW	CM	7-8a	-----1	:30	1	\$135.00	P02	0.97	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-----1		1				\$135.00		0.97			
N 3	KTVB	05/15/24	05/19/24	Meet the Press MEET THE PRESS	CM	8-9a	-----1	:30	1	\$225.00	P02	1.26	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-----1		1				\$225.00		1.26			
N 4	KTVB	05/15/24	05/21/24	Local News @ 12p M-F KTVB NEWS AT NOON	CM	12-1230p	1-111--	:30	4	\$170.00	P02	1.86	NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/24	05/21/24	1-111--		4				\$170.00		1.86			
N 5	KTVB	05/15/24	05/21/24	Local News @ 4p M-F KTVB NEWS AT 4PM	CM	4-5p	1-111--	:30	4	\$285.00	P02	3.06	NM	4	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/24	05/21/24	1-111--		4				\$285.00		3.06			
N 6	KTVB	05/15/24	05/21/24		CM	5:00 PM-5:30 PM	1-111--	:30	4	\$485.00	P02	3.90	NM	4	\$1,940.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 5p M-F KTVB NEWS AT 5PM-THE 208(5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/15/24	05/21/24	1-111--			4			\$485.00			3.90		
N 7	KTVB	05/15/24	05/21/24	NBC Nightly News NBC NITELY NEWS	CM	530-6p	1-111--	:30	4	\$575.00	P02	5.56	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/15/24	05/21/24	1-111--			4			\$575.00			5.56		
N 8	KTVB	05/15/24	05/18/24	Local News @ 5p Sa KTVB SAT NEWS AT 5PM	CM	5-530p	-----1-	:30	1	\$315.00	P02	0.76	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	-----1-			1			\$315.00			0.76		
N 9	KTVB	05/15/24	05/18/24	Local News @ 6p Sa KTVB SAT NEWS AT 6PM	CM	6-630p	-----1-	:30	1	\$325.00	P02	1.99	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	-----1-			1			\$325.00			1.99		
N 10	KTVB	05/15/24	05/19/24	Local News @ 5p Su KTVB SUN NEWS AT 5PM	CM	5-530p	-----1	:30	1	\$295.00	P02	1.45	NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	-----1			1			\$295.00			1.45		
N 11	KTVB	05/15/24	05/21/24	Local News @ 10p M-F KTVB NEWS AT 10PM	CM	10-1035p	1-111--	:30	4	\$775.00	P02	4.13	NM	4	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/15/24	05/21/24	1-111--			4			\$775.00			4.13		
N 12	KTVB	05/15/24	05/21/24	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	M-WTF--	:30	3	\$115.00	P02	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	--WTF--			3			\$115.00			0.00		
Week:		05/20/24	05/26/24	M-----			1			\$115.00			0.00		
N 13	KTVB	05/15/24	05/21/24	Today Show 3rd Hour Today Show 2	CM	9-10a	MTWTF--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	--WTF--			3			\$200.00			0.00		
Week:		05/20/24	05/26/24	-----			0			\$0.00			0.00		
N 14	KTVB	05/15/24	05/21/24	ET 630-7p Entertainment Tnt 630-7p	CM	630-7p	M-WTF--	:30	3	\$470.00	P02	0.00	NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	--WTF--			3			\$470.00			0.00		
Week:		05/20/24	05/26/24	M-----			1			\$470.00			0.00		
N 15	KTVB	05/15/24	05/21/24	Live with Kelly 11a-12p Live with Kelly 11a-12p	CM	11a-12p	M-WTF--	:30	3	\$100.00	P02	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	--WTF--			3			\$100.00			0.00		
Week:		05/20/24	05/26/24	M-----			1			\$100.00			0.00		
N 16	KTVB	05/15/24	05/21/24	Today Show Today Show	CM	7-9a	M-WTF--	:30	4	\$450.00	P02	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	--WTF--			4			\$450.00			0.00		
Week:		05/20/24	05/26/24	M-----			1			\$450.00			0.00		
N 17	KTVB	05/20/24	05/20/24	Mon Prime Other Mon Prime Other	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	2	\$810.00	P02	0.00	NM	2	\$1,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/20/24	05/26/24	M-----			2			\$810.00			0.00		
N 18	KTVB	05/18/24	05/18/24	Saturday Night Live 1130p Saturday Night Live 1130p	CM	1130p-102a	-----S-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	-----S-			1			\$125.00			0.00		
N 19	KTVB	05/17/24	05/17/24	Fri Prime A Password	CM	7-8p	----F--	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/13/24	05/19/24	----F--			1			\$500.00			0.00		

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	----F--		1				\$500.00		0.00			
N20	KTVB	05/15/24	05/21/24	Idaho Today 1230-1p	CM	1230-1p	MTWTF--	:30	2	\$150.00	P02	0.00	NM	2	\$300.00
				Idaho Today 1230-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	--WTF--		2				\$150.00		0.00			
		Week: 05/20/24	05/26/24	-----		0				\$0.00		0.00			
													Totals	55	\$20,390.00