

BRIAN KALK for PSC FARGO TV 2014

Revision #: Date: 9/25/2014 3:20 PM

Client: Brian Kalk

Estimate: 4080

Vendor: WDAY-S2

Send Billing To: Flint Communications

Media: TV

Description: BRIAN KALK NETWORK TV 2014

301 8th St. S

101 N. 10th Street

Product: Brian Kalk

Flight Start Date: 9/29/2014 06:00 AM

P.O. Box 2466

Ste. 300

Market: Fargo-Moorhead-Fargo-Moorhead

Flight End Date: 11/4/2014 04:59 AM

Fargo, ND 58108

Fargo, ND 58102

Primary Demo: Adults 18+

Survey: Nov14 Proj. (Nov13 HUT, May14 SHR)

Contact: Michelle Stanley

Phone: 701-237-4850

Separation between spots: 30

Buyer: Crystal Campbell

Phone: 701.237.6500

Fax: 701-234-9680

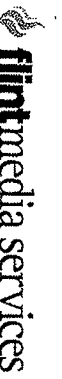
Fax: 701.241.5368

Affiliation: ABC

Estimate Comments: SPOTS MUST END ON TUESDAY 11/4

Daypart Program	Daypart Code	STN Gross	STN Net	C/T	Dur	Wks 10/13	10/20	10/27	11/3	Total Spots	Adults 18+ Rtg/CPP	Adults 25-54 Rtg/CPP
WDAY-S2												
Su 6:00a-7:00a Good Morning America Sunday	EM	\$40.00	\$34.00	C	30	1	1	1	0	3	1.3 \$30.77	0.9 \$44.44
Sa 7:00a-8:00a Good Morning America Saturday	EM	\$60.00	\$51.00	C	30	1	1	1	0	3	1.6 \$37.50	0.6 \$100.00
MTuWThF 6:00a-7:00a First News Hour 2	EM	\$200.00	\$170.00	C	30	3	3	3	0	9	3.0 \$66.67	3.4 \$58.82
M 6:00a-7:00a First News Hour 2	EM	\$200.00	\$170.00	C	30	0	0	0	1	1	3.0 \$66.67	3.4 \$58.82
MTuWThF 5:00p-5:30p WDAY/WDZ News at 5	EN	\$200.00	\$170.00	C	30	2	2	2	0	6	6.6 \$30.30	1.6 \$125.00
M 5:00p-5:30p 5 O'CLOCK NWS	EN	\$200.00	\$170.00	C	30	0	0	0	1	1	6.1 \$32.79	1.4 \$142.86
MTuWThF 10:00p-10:35p WDAY/WDZ News at 10	LN	\$800.00	\$680.00	C	30	2	2	2	0	6	10.8 \$74.07	7.3 \$109.59
Su 10:00p-10:35p 10P News Sunday	LN	\$900.00	\$765.00	C	30	1	1	1	0	3	11.4 \$78.95	7.8 \$115.38

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301 8th St. S

101 N. 10th Street

Product: Brian Kalk

Flight Start Date: 9/29/2014 05:00 AM

P.O. Box 2466

Site: 300

Market: Fargo-Moorhead-Fargo-Moorhead

Flight End Date: 11/4/2014 04:59 AM

Fargo, ND 58108

Fargo, ND 58102

Primary Demo: Adults 18+

Survey: Nov/14 Proj (Nov/13 HUT, May/14 SHR)

Contact: Michelle Stanley

Phone: 701-237-4850

Separation between spots: 30

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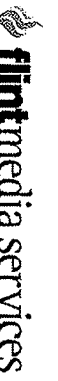
Fax: 701-234-9680

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Daypart Program	Daypart Code	STN Gross	STN Net	C/T	Dur	Wks 10/13	10/20	10/27	11/3	Total Spots	Adults 18+	Adults 25-54
WDAY-S2												
MTuWThF 7:00a-8:00a	EM	\$300.00	\$255.00	C	30	2	2	2	0	6	\$67.11	\$98.08
Good Morning America 1											5.5	4.5
											\$54.55	\$66.67
											\$46.36	\$56.67
Tu 6:00a-7:00a	EM	\$200.00	\$170.00	C	30	0	0	0	1	1	3.0	3.4
First News Hour 2											\$66.67	\$58.82
											\$56.67	\$50.00
M 10:00p-10:35p	LN	\$800.00	\$680.00	C	30	0	0	0	1	1	10.8	7.3
WDAY/WDZ News at 10											\$74.07	\$109.59
											\$62.96	\$93.15
Total Spots:											12	12
Total GRP/GIMP(000):											69.1	69.1
Total CPP/CPM:											22.9	22.9
Total Cost:											\$14,000.00	\$11,900.00
Station Monthly Summary											40	40
C												
OCT 14		\$8,400.00								24		
NOV 14		\$5,600.00								16		
Total Cost:		\$14,000.00								40		
Traffic Instructions Information												
Start Date	End Date	ISCI		ISCI Title		% Rotation						
10/6/2014	11/4/2014	BKAT1401		Brian Kalk PSC Campaign 2014		100 %						



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Market: Fargo-Moorhead-Fargo-Moorhead	Flight End Date: 11/4/2014 04:59 AM	Fargo, ND 58108	Fargo, ND 58102
Primary Demo: Adults 18+	Survey: Nov/14 Proj. (Nov/13 HUT, May/14 SHR)	Contact: Michelle Stanley	Phone: 701-237-4850
	DMA Nielsen Live+1		Fax: 701-234-9680
Separation between spots: 30	Buyer: Crystal Campbell	Phone: 701.237.6500	
		Fax: 701.241.5368	

Affiliation: ABC

Estimate Comments: SPOTS MUST END ON TUESDAY 11/4

Daypart	Daypart	STN	STN Net	Wks	Total	Adults	Adults
Program	Code	Gross		C/T Dur	Spots	18+	25-54
				10/13 10/20 10/27 11/3		Rtg/CPP	Rtg/CPP

Signature: 
Please sign and fax back to 701.234.9680

Disclaimer:
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