

# BRIAN KALK for PSC FARGO TV 2014

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

Send Billing To: Flint Communications

101 N. 10th Street

Ste. 300

Fargo, ND 58102

Phone: 701-237-4850

Fax: 701-234-9680

Vendor: WDAY-S2

301 8th St. S

P.O. Box 2466

Fargo, ND 58108

Contact: Michelle Stanley

Phone: 701.237.6500

Fax: 701.241.5368

Affiliation: ABC

Estimate Comments: SPOTS MUST END ON TUESDAY 11/4

43972

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
<b>WDAY-S2</b>												
Su 6:00a-7:00a Good Morning America Sunday	EM	\$40.00	\$34.00	C	30	1	1	1	0	3	1.3	0.9
Sa 7:00a-8:00a Good Morning America Saturday	EM	\$60.00	\$51.00	C	30	1	1	1	0	3	\$26.15	\$37.78
MTuWThF 6:00a-7:00a First News Hour 2	EM	\$200.00	\$170.00	C	30	3	3	3	0	9	\$37.50	\$100.00
M 6:00a-7:00a First News Hour 2	EM	\$200.00	\$170.00	C	30	0	0	0	1	1	\$31.88	\$85.00
MTuWThF 5:00p-5:30p WDAY/WDZ News at 5	EN	\$200.00	\$170.00	C	30	2	2	2	0	6	3.0	\$58.82
M 5:00p-5:30p 5 O'CLOCK NWS	EN	\$200.00	\$170.00	C	30	0	0	0	1	1	\$66.67	\$50.00
MTuWThF 10:00p-10:35p WDAY/WDZ News at 10	LN	\$800.00	\$680.00	C	30	2	2	2	0	6	\$56.67	\$50.00
Su 10:00p-10:35p 10P News Sunday	LN	\$900.00	\$765.00	C	30	1	1	1	0	3	3.0	\$58.82

**BRIAN KALK for PSC FARGO TV 2014**

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Client: Brian Kalk Estimate: 4080 Vendor: WDAY-S2  
 Media: TV Description: BRIAN KALK NETWORK TV 2014 301 8th St. S  
 Product: Brian Kalk Flight Start Date: 9/29/2014 05:00 AM P.O. Box 2466  
 Market: Fargo-Moorhead-Fargo-Moorhead Flight End Date: 11/4/2014 04:59 AM Fargo, ND 58108  
 Primary Demo: Adults 18+ Survey: Nov/14 Proj. (Nov/13 HUT, May/14 SHR) Contact: Michelle Stanley  
 Separation between spots: 30 Buyer: Crystal Campbell DMA Nielsen Live+1  
 Phone: 701.237.6500  
 Fax: 701.241.5368  
 Affiliation: ABC

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101 N. 10th Street  
Ste. 300  
Fargo, ND 58102  
Phone: 701-237-4850  
Fax: 701-234-9680

Estimate Comments: SPOTS MUST END ON TUESDAY 11/4

Daypart Program	Daypart Code	STN Gross	STN Net	C/T	Dur	Wks	Total Spots	Adults 18+ Rtg/CPP	Adults 25-54 Rtg/CPP
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<b>WDAY-S2</b>										
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	
Tu 6:00a-7:00a	EM	\$200.00	\$170.00	C	30	0 0 0 1	1	\$46.36	\$56.67	
First News Hour 2								3.0	3.4	
								\$66.67	\$58.82	
M 10:00p-10:35p	LN	\$800.00	\$680.00	C	30	0 0 0 1	1	\$56.67	\$50.00	
WDAY/WDZ News at 10								10.8	7.3	
								\$74.07	\$109.59	
								\$62.96	\$93.15	
Total Spots:							40			
Total GRP/GIMP(000):							69.1	69.1	69.1	22.9
Total CPP/CPM:										
Station Monthly Summary										
Total Cost:							\$14,000.00	\$11,900.00		
Station Monthly Summary										
C										
OCT 14		\$8,400.00	\$7,140.00				24			
NOV 14		\$5,600.00	\$4,760.00				16			
Total Cost:							\$14,000.00	\$11,900.00		

**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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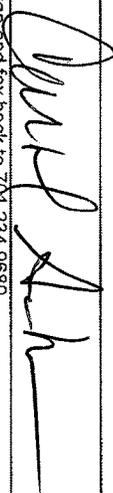
Client: Brian Kalk  
Media: TV  
Product: Brian Kalk  
Market: Fargo-Moorhead-Fargo-Moorhead  
Primary Demo: Adults 18+  
Separation between spots: 30

Estimate: 4080  
Description: BRIAN KALK NETWORK TV 2014  
Flight Start Date: 9/29/2014 05:00 AM  
Flight End Date: 11/4/2014 04:59 AM  
Survey: Nov/14 Proj: (Nov/13 HUT, May/14 SHR)  
DMA Nielsen Live+1  
Buyer: Crystal Campbell  
Vendor: WDAY-S2  
301 8th St. S  
P.O. Box 2466  
Fargo, ND 58108  
Contact: Michelle Stanley  
Phone: 701-237-4850  
Fax: 701-234-9680

Estimate Comments: SPOTS MUST END ON TUESDAY 11/4

Affiliation: ABC

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

Signature:   
Please sign and fax back to 701.234.9680

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