

ORDER



Orders
Order / Rev: 46716
Alt Order #: 21816
Product Desc: Noah Robinson for Oregon State Senate
Estimate: 2024 primary
Flight Dates: 04/22/24 - 05/05/24
Original Date / Rev: 04/18/24 / 04/18/24
Order Type: GENERAL

KOBI
Primary AE: Lila Hampton
Sales Office: L-MED
Sales Region: Local

Agency Name: Paper & String
Buying Contact:
Billing Contact: Amy Boles
 3559 National Drive
 Medford, OR 97504

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

Advertiser Name: Noah Robinson for Oregon Sentate
Demographic: A18+
Product Codes: Political State Senate,Candidates
Revenue Code 1: AGY
Revenue Code 2: LOC-AG
Revenue Code 3: POL-CAND
Priority: P-05

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	28	\$1,315.00	\$1,117.75
04/29/24	05/05/24	27	\$1,185.00	\$1,007.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	28	\$1,315.00	\$1,117.75	120.20
May 2024	27	\$1,185.00	\$1,007.25	116.70
Totals	55	\$2,500.00	\$2,125.00	236.89

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lila Hampton			Start Of Order - End Of Order	100%

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	04/22/24	05/05/24	NBC 5 News @ Sunrise NBC5 News @ Sunrise	CM	5:28 AM-6:58 AM	MTWTF--	:30	4	\$20.00	P-04	2.80	NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		4				\$20.00		2.80			
		Week: 04/29/24	05/05/24	MTWTF--		4				\$20.00		2.80			
N 2	All	04/22/24	05/05/24	M-F 1p-2p Dateline-Syn A	CM	12:58 PM-2:00 PM	MTWTF--	:30	2	\$5.00	P-05	2.00	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$5.00		2.00			
		Week: 04/29/24	05/05/24	MTWTF--		1				\$5.00		2.00			
N 3	All	04/22/24	05/05/24	NBC5 News @ 5p NBC5 News @ 5p	CM	5:00 PM-5:28 PM	MTWTF--	:30	4	\$60.00	P-04	6.40	NM	8	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		4				\$60.00		6.40			
		Week: 04/29/24	05/05/24	MTWTF--		4				\$60.00		6.40			
N 4	All	04/22/24	05/05/24	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	MTWTF--	:30	4	\$60.00	P-04	5.20	NM	8	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		4				\$60.00		5.20			
		Week: 04/29/24	05/05/24	MTWTF--		4				\$60.00		5.20			
N 5	All	04/22/24	05/05/24		CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$45.00	P-04	3.40	NM	6	\$270.00

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 Flight Dates: 04/22/24 - 05/05/24

Advertiser: Noah Robinson for Oregon Sentate
 Product Desc: Noah Robinson for Oregon State Senate KOB
 Estimate: 2024 primary

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NBC5 News @ 7p											
				NBC5 News @ 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	MTWTF--		3				\$45.00		3.40			
Week:		04/29/24	05/05/24	MTWTF--		3				\$45.00		3.40			
N 6	All	04/22/24	05/05/24	Late 11p News M-F Late 11p News M-F	CM	11:00 PM-11:35 PM	PMTWTF--	:30	2	\$40.00	P-04	3.80	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	MTWTF--		2				\$40.00		3.80			
Week:		04/29/24	05/05/24	MTWTF--		2				\$40.00		3.80			
N 7	All	04/22/24	04/28/24	Mon Prime Other Voice	CM	7:58 PM-10:00 PM (7:58 PM-10:00 PM)	PMM-----	:30	1	\$200.00	P-04	5.50	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	M-----		1				\$200.00		5.50			
N 8	All	04/29/24	05/05/24	Wed Prime Hr 1 Chicago Med	CM	7:58 PM-9:00 PM	--W----	:30	1	\$85.00	P-04	5.60	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/29/24	05/05/24	--W----		1				\$85.00		5.60			
N 9	All	04/22/24	04/28/24	Wed Prime Hr 2 Chicago Fire	CM	9:00 PM-10:00 PM	PM--W----	:30	1	\$95.00	P-04	6.30	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	--W----		1				\$95.00		6.30			
N 10	All	04/29/24	05/05/24	Thu Prime Hr 2 L&O:SVU	CM	9:00 PM-10:00 PM	PM---T---	:30	1	\$85.00	P-04	4.70	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/29/24	05/05/24	---T---		1				\$85.00		4.70			
N 11	All	04/22/24	05/05/24	Fri Prime Other Dateline	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	PM----F--	:30	1	\$60.00	P-04	3.80	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	----F--		1				\$60.00		3.80			
Week:		04/29/24	05/05/24	----F--		1				\$60.00		3.80			
N 12	All	04/22/24	05/05/24	Today Show Sa Today Show Sa	CM	6:00 AM-7:30 AM	-----S-	:30	1	\$10.00	P-04	1.60	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S-		1				\$10.00		1.60			
Week:		04/29/24	05/05/24	-----S-		1				\$10.00		1.60			
N 13	All	04/22/24	05/05/24	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$60.00	P-04	11.80	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S-		1				\$60.00		11.80			
Week:		04/29/24	05/05/24	-----S-		1				\$60.00		11.80			
N 14	All	04/22/24	05/05/24	Late 11p News Sa Late 11p News Sa	CM	11:00 PM-11:30 PM	PI-----S-	:30	1	\$40.00	P-04	4.70	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S-		1				\$40.00		4.70			
Week:		04/29/24	05/05/24	-----S-		1				\$40.00		4.70			
N 15	All	04/22/24	05/05/24	Today Show Su Today Show Su	CM	6:58 AM-8:00 AM	-----S	:30	1	\$10.00	P-05	1.40	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S		1				\$10.00		1.40			
Week:		04/29/24	05/05/24	-----S		1				\$10.00		1.40			
N 16	All	04/22/24	05/05/24	Meet the Press Meet the Press	CM	8:00 AM-9:00 AM	-----S	:30	1	\$15.00	P-05	2.30	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S		1				\$15.00		2.30			
Week:		04/29/24	05/05/24	-----S		1				\$15.00		2.30			
N 17	All	04/22/24	05/05/24	Late 11p News Su Late 11p News Su	CM	11:00 PM-11:30 PM	PI-----S	:30	1	\$40.00	P-04	3.40	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S		1				\$40.00		3.40			

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Advertiser: Noah Robinson for Oregon Sentate
 Product Desc: Noah Robinson for Oregon State Senate **KOBI**
 Estimate: 2024 primary

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/24	05/05/24	-----S		1				\$40.00		3.40			
													Totals	55	\$2,500.00



Proposal ID: 21816
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/22/2024 - 5/5/2024
 Advertiser: Noah Robinson for Oregon Sentate
 Product: Political State Senate
 Agency: Paper & String
 Estimate #: 2024 primary
 Spot Length(s): :30
 Book: CS-Feb/2024
 Report: Planner

Acct. Exec: Kingsley Kelley
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: kkelley@kobi5.com
 Web Site: www.kobi5.com

Flight Dates: 4/22/2024-5/5/2024

Program Time	Spot Length	AP 22	AP 29	CS-A18+ CS.RTG RTG	CS-A18+ CS.000 000	Wks	Rate Spots
KOB1+							
NBC5 News at Sunrise	:30	4	4	2.8	3.3	2	\$20.00
GRPs/Impressions				22.4	26.4		8
SHR				15.7	15.7		
CPP/CPM				\$7.14	\$6.06		
Mo-Fr 5:28a-6:58a							
Dateline-A	:30	2	1	2.0	2.4	2	\$5.00
GRPs/Impressions				6	7.2		3
SHR				6.4	6.4		
CPP/CPM				\$2.50	\$2.08		
Mo-Fr 12:58p-2:00p							
NBC5 News at 5pm	:30	4	4	6.4	7.7	2	\$60.00
GRPs/Impressions				51.2	61.6		8
SHR				14.3	14.3		
CPP/CPM				\$9.38	\$7.79		
Mo-Fr 5:00p-5:28p							
NBC5 News at 6pm	:30	4	4	5.2	6.3	2	\$60.00
GRPs/Impressions				41.6	50.4		8
SHR				10.8	10.8		
CPP/CPM				\$11.54	\$9.52		
Mo-Fr 6:00p-7:00p							
NBC5 News at 7pm	:30	3	3	3.4	4.2	2	\$45.00
GRPs/Impressions				20.4	25.2		6
SHR				6.8	6.8		
CPP/CPM				\$13.24	\$10.71		
Mo-Fr 7:00p-7:30p							
NBC5 News at 11pm	:30	2	2	3.8	4.6	2	\$40.00
GRPs/Impressions				15.2	18.4		4
SHR				10.4	10.4		
CPP/CPM				\$10.53	\$8.70		
Mo-Fr 11:00p-11:35p							
The Voice Monday	:30	1	--	5.5	6.7	1	\$200.00
GRPs/Impressions				5.5	6.7		1
SHR				10.6	10.6		
CPP/CPM				\$36.36	\$29.85		
Mon 7:58p-10:00p							
Chicago Med	:30	--	1	5.6	6.7	1	\$85.00
GRPs/Impressions				5.6	6.7		1
SHR				10.6	10.6		
CPP/CPM				\$15.18	\$12.69		
Wed 7:58p-9:00p							
Chicago Fire	:30	1	--	6.3	7.6	1	\$95.00
GRPs/Impressions				6.3	7.6		1
SHR				12.6	12.6		
CPP/CPM				\$15.08	\$12.50		
Wed 9:00p-10:00p							
Law & Order: SVU	:30	--	1	4.7	5.6	1	\$85.00
GRPs/Impressions				4.7	5.6		1
SHR				9.5	9.5		
CPP/CPM				\$18.09	\$15.18		
Thu 9:00p-10:00p							
Dateline Fri	:30	1	1	3.8	4.6	2	\$60.00
GRPs/Impressions				7.6	9.2		2
SHR				8.2	8.2		
CPP/CPM				\$15.79	\$13.04		
Fri 9:00p-11:00p							



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 Advertiser: Noah Robinson for Oregon Sentate
 Product: Political State Senate
 Agency: Paper & String
 Estimate #: 2024 primary
 Spot Length(s): :30
 Book: CS-Feb/2024
 Report: Planner

Acct. Exec: Kingsley Kelley
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: kkelley@kobi5.com
 Web Site: www.kobi5.com

Flight Dates: 4/22/2024-5/5/2024

Program Time	Spot Length	AP 22	AP 29	CS-A18+ CS.RTG	CS-A18+ CS.000	Wks	Rate Spots
KOB1+							
Today Show Saturday	:30	1	1	1.6	2.0	2	\$10.00
GRPs/Impressions				3.2	4		2
SHR				8.9	8.9		
CPP/CPM				\$6.25	\$5.00		
Sat 6:00a-7:30a							
NBC5 News at 6pm Sat	:30	1	1	11.8	14.2	2	\$60.00
GRPs/Impressions				23.6	28.4		2
SHR				25.3	25.3		
CPP/CPM				\$5.08	\$4.23		
Sat 6:00p-6:30p							
NBC5 News at 11pm Sat	:30	1	1	4.7	5.7	2	\$40.00
GRPs/Impressions				9.4	11.4		2
SHR				12.2	12.2		
CPP/CPM				\$8.51	\$7.02		
Sat 11:00p-11:30p							
Today Show Sunday	:30	1	1	1.4	1.7	2	\$10.00
GRPs/Impressions				2.8	3.4		2
SHR				6.0	6.0		
CPP/CPM				\$7.14	\$5.88		
Sun 6:58a-8:00a							
Meet The Press	:30	1	1	2.3	2.8	2	\$15.00
GRPs/Impressions				4.6	5.6		2
SHR				7.3	7.3		
CPP/CPM				\$6.52	\$5.36		
Sun 8:00a-9:00a							
NBC5 News at 11pm Sun	:30	1	1	3.4	4.1	2	\$40.00
GRPs/Impressions				6.8	8.2		2
SHR				9.2	9.2		
CPP/CPM				\$11.76	\$9.76		
Sun 11:00p-11:30p							
KOB1+ Totals		28	27				
				GRP/(000)	236.9	286.0	
				CPP/CPM:	\$10.55	\$8.74	
				Reach:	80.3	80.3	
				Frequency:	2.9	2.9	
						Spts:	55

Total Cost: \$2,500.00
Agency Commission @ 15% \$375.00
Net Cost: \$2,125.00

General Summary (CS-A18+ CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Population
KOB1+	55	\$2,500.00	236.9	286.0	80.3	2.9	\$10.55	\$8.74	120,985