

Rep Order#	6994279	Ver#	1	Status	New
EC'd No					

Traffic Order#

Printed:
Last Received:
Showing Buylines:

07/07/14 11:57 AM
07/07/14 11:53 AM
All Rep and Station Changes

1 of 3

Station	KVLY-TV FARGO, ND
Advertiser	(ALFR) AL FRANKEN 4 SENATE
Product	AL FRANKEN
Estimate#	
Buyer	B.J. WHITTAKER

Agency (SHOR) SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 07/08/14-07/14/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (ABR) ANJIE BRADY
Sales Assistant ANJIE
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

--- CONTRACT COMMENT ---
CLIENT: AL FRANKEN FOR SENATE 2014

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER CONTRACT TOTAL IS \$4270 PLS CONFIRM ASAP THANKS ANJIE

Ln	Day	Dates	Len	Time	Spots/ Week	Rate	Num of Weeks	Total Spots	Total Cost	Program	RTG/IMP	GRPs/ (000)
1	Tu-F	07/08-07/11	30	7A-9A	2	\$150.00	1	2	\$300.00	-	-	-
		Buy Comment: TODAY SHOW										
2	M	07/14-07/14	30	7A-9A	1	\$150.00	1	1	\$150.00	-	-	-
		Buy Comment: TODAY SHOW										
3	Tu-F	07/08-07/11	30	6A-7A	2	\$225.00	1	2	\$450.00	-	-	-
		Buy Comment: AM NEWS										
4	Tu-F	07/08-07/11	30	4P-5P	1	\$75.00	1	1	\$75.00	-	-	-
		Buy Comment: DR. PHIL										
5	Sa	07/12-07/12	30	6P-630P	1	\$100.00	1	1	\$100.00	-	-	-
		Buy Comment: SATURDAY 6PM NEWS										
6	Tu-F	07/08-07/11	30	6P-630P	1	\$185.00	1	1	\$185.00	-	-	-
		Buy Comment: 6PM NEWS										
7	Tu-F	07/08-07/11	30	5P-530P	1	\$160.00	1	1	\$160.00	-	-	-
		Buy Comment: 5PM NEWS										
8	Sa	07/12-07/12	30	630P-7P	1	\$100.00	1	1	\$100.00	-	-	-
		Buy Comment: SATURDAY WHEEL OF FORTUNE										

ORDER WORKSHEET

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Station KVLV-TV FARGO, ND
Advertiser (ALFR) AL FRANKEN 4 SENETTE
Product AL FRANKEN
Estimate#
Buyer B.J. WHITTAKER

Agency (SHOR) SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 07/08/14-07/14/14

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Sales Office (PH) PHILADELPHIA
Salesperson (ABR) ANJIE BRADY
Sales Assistant ANJIE
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938
Program

Ln	Day	Dates	Len	Time	Spots/ Week	Rate	Num of Weeks	Total Spots	Total Cost	RTG/IMP	GRPs/ (000)
9	Tu-F	07/08-07/11	30	630P-7P	3	\$350.00	1	3	\$1,050.00	-	-
Buy Comment: WHEEL OF FORTUNE											
10	Tu-F	07/08-07/11	30	1035P-1135P	2	\$100.00	1	2	\$200.00	-	-
Buy Comment: THE TONIGHT SHOW											
11	M	07/14-07/14	30	1035P-1135P	1	\$100.00	1	1	\$100.00	-	-
Buy Comment: THE TONIGHT SHOW											
12	Sa	07/12-07/12	30	10P-1035P	1	\$200.00	1	1	\$200.00	-	-
Buy Comment: SATURDAY LATE NEWS											
13	Tu-F	07/08-07/11	30	10P-1035P	2	\$400.00	1	2	\$800.00	-	-
Buy Comment: LATE NEWS											
14	M	07/14-07/14	30	10P-1035P	1	\$400.00	1	1	\$400.00	-	-
Buy Comment: LATE NEWS											

REPORT TOTALS

Report Totals: 20 / \$4,270.00

SALES MONTHLY TOTALS

Jul2014: 20 / \$4,270.00

Order Totals: 20 / \$4,270.00 Total GRPs: 0.0

COMPETITIVE

Market Totals \$10,948.72 ABFG .00% CATV .00% EDAY .00% KVLV 39.00% KVRP 5.00%
KXJB 7.00% WVLV .00% WDAY 49.00%

COMPETITIVE COMMENTS

COMPETITIVE IS ESTIMATED

ORDER WORKSHEET

3 of 3

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All Rep and Station Changes

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Advertiser (ALFR) AL FRANKEN 4 SENETE
Product AL FRANKEN
Estimate#
Buyer B.J. WHITTAKER

Agency (SHOR) SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 07/08/14-07/14/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (ABR) ANJIE BRADY
Sales Assistant ANJIE
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

Books [JUL12, JUL13, EJUL14]
Demos RA35+P

-- CREDIT RISK --
STANDARD CREDIT TERMS



KVLV
P.O. Box 1878
Fargo, ND 58107

Shorr, Johnson & Magnus
100 N 20th St
201
Philadelphia, PA 19103

Contract # 48037

Schedule Dates 07/08/14-07/14/14
Advertiser Al Franken 4 Senate (6374)
Agency Shorr, Johnson & Magnus (1185)
Product Pol-US Senate (1046)
Brand AL FRANKEN 4 SENATE (16889)
Salesperson Petry, Philadelphia (1022)
Sales Office Petry Philadelphia
Buyer Name WHITTAKER,B.J.
Phone/Fax /
CPE AL FRANKEN 4 SEN
Account Types National/Political Agency
Billing Type Standard
Comments AL FRANKEN
CLIENT: AL FRANKEN FOR SENATE 2014

Date Entered 07/07/14
Last Modified 07/07/14
Entered By Peter Ringerud
CO-OP No
Headline # ECR06994279
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$640.50
Net Total \$3,629.50
Sales Tax

Fargo (KVLV)		
By Broadcast Month	Spots	Rate
Jul. 2014	20	\$4,270.00
Grand Total:	20	\$4,270.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	07/08/14-07/11/14	4	:30	7A- Today Show	2		X	X	X	X			2	\$150.00	\$300.00	Fargo (KVLV)	TODAY SHOW	7/7/14
2.0	Normal Line / SPOT (2)	07/14/14-07/14/14	4	:30	7A- Today Show	1	X							1	\$150.00	\$150.00	Fargo (KVLV)	TODAY SHOW	7/7/14
3.0	Normal Line / SPOT (3)	07/08/14-07/11/14	4	:30	5:58A- Valley Today at 6am	2		X	X	X	X			2	\$225.00	\$450.00	Fargo (KVLV)	AM NEWS	7/7/14
4.0	Normal Line / SPOT (4)	07/08/14-07/11/14	4	:30	3:58-28p- Dr Phil 4 pm	1		X	X	X	X			1	\$75.00	\$75.00	Fargo (KVLV)	DR. PHIL	7/7/14
5.0	Normal Line / SPOT (5)	07/12/14-07/12/14	4	:30	6p- Valley News Live @ 6p Sat	1						X		1	\$100.00	\$100.00	Fargo (KVLV)	SATURDAY 6PM NEWS	7/7/14
6.0	Normal Line / SPOT (6)	07/08/14-07/11/14	4	:30	6p- Valley News Live @ 6	1		X	X	X	X			1	\$185.00	\$185.00	Fargo (KVLV)	6PM NEWS	7/7/14
7.0	Normal Line / SPOT (7)	07/08/14-07/11/14	4	:30	4:58-40p- Valley News Live @ 5	1		X	X	X	X			1	\$160.00	\$160.00	Fargo (KVLV)	5PM NEWS	7/7/14
8.0	Normal Line / SPOT (8)	07/12/14-07/12/14	4	:30	6:30p- Wheel Of Fortune-Saturday	1						X		1	\$100.00	\$100.00	Fargo (KVLV)	SATURDAY WHEEL OF FORTUNE	7/7/14
9.0	Normal Line / SPOT (9)	07/09/14-07/11/14	4	:30	6:30p- Wheel Of Fortune				1	1	1			3	\$350.00	\$1,050.00	Fargo (KVLV)	WHEEL OF FORTUNE	7/7/14
10.0	Normal Line / SPOT (10)	07/08/14-07/11/14	4	:30	10:34:30p- Tonight Show	2		X	X	X	X			2	\$100.00	\$200.00	Fargo (KVLV)	THE TONIGHT SHOW	7/7/14
11.0	Normal Line / SPOT (11)	07/14/14-07/14/14	4	:30	10:34:30p- Tonight Show	1	X							1	\$100.00	\$100.00	Fargo (KVLV)	THE TONIGHT SHOW	7/7/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____ Accepted-Station: _____ Date: _____ Comments: _____

Hoak Media of Dakota License, LLC, Hoak Media of Dakota, LLC, and Television Station KVLV do not and will not discriminate, in any way on the basis of race or ethnicity, with respect to their advertising practices.



KVLV
P.O. Box 1878
Fargo, ND 58107

Short, Johnson & Magnus
100 N 20th St
201
Philadelphia, PA 19103

Contract # 48037

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Advertiser Al Franken 4 Senate (6374)
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Brand AL FRANKEN 4 SENATE (16889)
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Billing Type Standard
Comments AL FRANKEN
CLIENT: AL FRANKEN FOR SENATE 2014

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Sales Tax

Fargo (KVLV)		
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12.0	Normal Line / SPOT (12)	07/12/14-07/12/14	4	:30	9:59-30P- Valley News Live @ 10P Sat	1						X		1	\$200.00	\$200.00	Fargo (KVLV)	SATURDAY LATE NEWS	7/7/14
13.0	Normal Line / SPOT (13)	07/08/14-07/11/14	4	:30	9:59-30P- Valley News Live @ 10	2		X	X	X	X			2	\$400.00	\$800.00	Fargo (KVLV)	LATE NEWS	7/7/14
14.0	Normal Line / SPOT (14)	07/14/14-07/14/14	4	:30	9:59-30P- Valley News Live @ 10	1	X							1	\$400.00	\$400.00	Fargo (KVLV)	LATE NEWS	7/7/14

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Date:

Accepted-Station:

Date:

Comments:

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