



BRIAN KALK for PSC FARGO TV 2014

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

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: Nov14 Proj. (Nov13 HUT, May14 SHR)
DMA Nielsen Live+1
Buyer: Crystal Campbell

Vendor: KVLV-TV
1350 21st Ave. S.
P.O. Box 1878
Fargo, ND 58107
Contact: Ron Westrick
Phone: 701.237.5211
Fax: 701.232.0493
Affiliation: NBC-T

Send Billing To: Flint Communications
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 10/13	10/20	10/27	11/3	Total Spots	Adults 18+ Rtg/CPP	Adults 25-54 Rtg/CPP
KVLV-TV												
Sa 7:00a- 9:00a SATURDAY TODAY<	EM 3	\$250.00	\$212.50	C	30	1	1	1	0	3	2.0 \$125.00 \$106.25	1.4 \$178.57 \$151.79
Su 7:00a- 8:00a AVG. ALL WKS	EM 3	\$300.00	\$255.00	C	30	1	1	1	0	3	2.0 \$150.00 \$127.50	1.9 \$157.89 \$134.21
MTuWThF 6:00a- 7:00a VALLEY TODAY	EM 3	\$400.00	\$340.00	C	30	3	3	3	0	9	3.2 \$125.00 \$106.25	3.4 \$117.65 \$100.00
M 6:00a- 7:00a VALLEY TODAY	EM 3	\$400.00	\$340.00	C	30	0	0	0	1	1	3.7 \$108.11 \$91.89	4.2 \$95.24 \$80.95
MTuWThF 6:00p- 6:30p VALLEY NW LV@6	EN 3	\$425.00	\$361.25	C	30	2	2	2	0	6	7.4 \$57.43 \$48.82	5.3 \$80.19 \$68.16
MTuWThF 5:00p- 5:30p VALLEY NW LV@5	EN 3	\$300.00	\$255.00	C	30	2	2	2	0	6	4.8 \$62.50 \$53.12	3.7 \$81.08 \$68.92
Su 10:00p-10:35p VALLEY NWS-@10<	LN 3	\$600.00	\$510.00	C	30	0	0	1	0	1	5.3 \$113.21 \$96.23	4.5 \$133.33 \$113.33
MTuWThF 10:00p-10:35p VALLEY NWS-@10<	LN 3	\$600.00	\$510.00	C	30	2	2	2	0	6	5.0 \$120.00	4.6 \$130.43



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KVLV-TV												
M 10:00p-10:35p VALLEY NWS-@10<	LN	\$600.00	3 \$510.00	C	30	0	0	0	1	1	\$102.00 5.3 \$113.21 \$96.23	\$110.87 4.3 \$139.53 \$118.60
MTuWThF 7:00a- 9:00a TODAY SHW	EM	\$300.00	3 \$255.00	C	30	1	1	1	0	3	3.3 \$90.91 \$77.27	3.1 \$96.77 \$82.26
Tu 6:00a- 7:00a VALLEY TODAY	EM	\$400.00	3 \$340.00	C	30	0	0	0	1	1	3.5 \$114.29 \$97.14	4.1 \$97.56 \$82.93
M 6:00p- 6:30p VALLEY NW LV@6	EN	\$425.00	3 \$361.25	C	30	0	0	0	1	1	8.1 \$52.47 \$44.60	7.2 \$59.03 \$50.17
Total Spots:										41		
Total GRP/GIMP(000):											179.8	155.7
Total CPP/CPM:											\$91.91	\$106.13
Total Cost:										41	\$78.12	\$90.21
Station Monthly Summary												
C												
OCT 14		\$9,400.00								24		
NOV 14		\$7,125.00								17		
Total Cost:		\$16,525.00	\$14,046.25							41		



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KVLV-TV

Traffic Instructions Information

Start Date	End Date	ISCI	ISCI Title	% Rotation
10/6/2014	11/4/2014	BKAT1401	Brian Kalk PSC Campaign 2014	100 %

Signature: 

Please sign and fax back to 701.234.9680

Disclaimer:

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