







# 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: KVLY-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	Total Spots	Adults 18+ Rtg/CPP	Adults 25-54 Rtg/CPP
						10/13 10/20 10/27 11/3			

**KVLY-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:  9/25/14  
Please sign and fax back to 701.234.9680

**Disclaimer:**

The Agency named on the face of this form acts solely as agent for the Advertiser herein named according to specific authorization signed and given to the Agency by the Advertiser. The Agency is not responsible and is held harmless for any obligations and/or liability associated with and related to space, time, engravings, composition, printing, and/or other items ordered under the Advertiser's authorization. Notwithstanding any language to the contrary set forth in this contract or any other agreement with the Publisher, the Publisher shall not hold the Agency responsible for payments except to the extent the Agency has been paid by the Advertiser for the advertising (and in such case shall have the obligation to remit these payments to the Publisher) and in all other circumstances the Publisher agrees to hold the Advertiser solely responsible for payment. The Agency agrees to proceed in good faith in an attempt to assist the Publisher in collecting all monies owed by the Advertiser to the Publisher. Please confirm receipt of this order by signing and returning copy attached. Invoices to Agency are required and estimate number must appear on all invoices - electronic and paper.