

New Order

Agency: KRANZLER KINGSLEY COMMUNICATIONS, LTD / DBA: KKBOL
Station: WDAY-S2
Flight Start: 10/22/2018
Office: Bismarck
Order Type: Normal
Flight End: 10/29/2018
Client: 34 - ND DEMOCRATIC NPL
Cancel Date:
Hiatus:
Product: 52 - Political
Piggyback Product:
Estimate: 659 - ND DEM NPL against Armstrong - Wk 2 Brdcst
Received in ePort: 10/17/2018 12:49:09 PM

Airtime Dollars: \$17,550.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$17,550.00
Total Spots: 32

Primary Demo: A25-64
Demo 2:
Demo 3:
GRP: 109.38
CPP: \$160.45
GIMP: 0
CPM: \$0.00
Local/National: Local
Rep Office: WDAY-S2
AE: Joshua Rohrer
Phone:
OrderID: 7862359
Status: Confirmed

MarketShare:

Comments: FLIGHT TO RUN 10/23/18 THRU 10/29/18
 Separation: 30

Terms of Sale: This order is being place on behalf of the above listed Advertiser. If there are any rate discrepancies or program changes, please notify us immediately. Neither Kranzler Kingsley Communications, LTD, DBA KK BOLD nor the Advertiser will be responsible for any spots that run outside of the ordered time periods, programs or any other dollar amount other than what is indicated in this insertion order. Anything less than 90% of the GRP's ordered must be made good in accordance to a make-good agreement/schedule put in place with the approval of the KK BOLD Media Department.

Kranzler Kingsley Communications, LTD, DBA KK BOLD acts solely as agent for the Advertiser herein named according to specific authorization given to KK BOLD by the Advertiser. The Advertiser having accepted full liability, KK BOLD is hereby relieved of personal liability for space, time, engravings, composition, printing, and/or other items ordered under the Advertiser's authorization.

Unless otherwise set forth by KK BOLD, the Supplier agrees to hold KK BOLD solely liable for payment to the extent proceeds have cleared from the Advertiser to KK BOLD for materials/services ordered in accordance with the contract. For sums owing but not cleared to KK BOLD, the Supplier agrees to hold the Advertiser herein named solely liable. KK BOLD undertakes to collect and forward moneys due the Supplier under this order, with diligence and good faith.

In the absence of written acceptance of this contract, materials/services provided as requested herein shall be construed as acceptance of these terms.

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/22 10/29		Total Spots	A25-64			
									Rtg	CPP	Imp	CPM
1	TuWThF 1P-2P GENRL HOSPITAL	DT	\$60.00	C	30	2	0	2	1.00	\$60.00		
2	TuWThF 4:30P-5P INSIDE EDITION	DT	\$80.00	C	30	2	0	2	1.80	\$44.44		
3	Sa 7A-8:30A WDAY FIRST-SAT	EM	\$100.00	C	30	1	0	1	2.00	\$50.00		
4	TuWThF 10A-11A VIEW-ABC	DT	\$120.00	C	30	2	0	2	1.40	\$85.71		
5	M 10A-11A VIEW-ABC	DT	\$120.00	C	30	0	1	1	1.30	\$92.31		

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KKBOL

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						10/22	10/29		Rtg	CPP	Imp	CPM
6	TuWThF 9A-10A LVE-KELLY&RYAN	DT	\$120.00	C	30	3	0	3	1.90	\$63.16		
7	TuWThF 4P-4:30P WDAY NEWS AT 4	EN	\$125.00	C	30	2	0	2	1.80	\$69.44		
8	Su 8A-9A THIS WEEK-ABC	EM	\$150.00	C	30	1	0	1	0.55	\$272.73		
9	TuWThF 10:35P-11:35P J KIMMEL	LF	\$250.00	C	30	2	0	2	2.00	\$125.00		
10	M 10:35P-11:35P J KIMMEL	LF	\$250.00	C	30	0	1	1	2.05	\$121.95		
11	Su 10:35P-11:05P SPORT SUNDAY<	LF	\$300.00	C	30	1	0	1	2.50	\$120.00		
12	F 9P-10P 20/20-FRI-ABC	PT	\$600.00	C	30	1	0	1	2.80	\$214.29		
13	TuWThF 6A-7A WDAY 1ST NWS@6	EM	\$600.00	C	30	3	0	3	2.90	\$206.90		
14	M 6A-7A WDAY 1ST NWS@6	EM	\$600.00	C	30	0	1	1	2.61	\$229.89		
15	TuWThF 6:30P-7P ENT TONIGHT 30	PA	\$800.00	C	30	2	0	2	5.40	\$148.15		
16	TuWThF 5P-5:30P WDAY NEWS AT 5	EN	\$1,000.00	C	30	1	0	1	4.50	\$222.22		
17	TuWThF 6P-6:30P WDAY NEWS AT 6	EN	\$1,500.00	C	30	2	0	2	10.00	\$150.00		
18	TuWThF 10P-10:35P WDAY NEWS AT10<	LN	\$1,600.00	C	30	3	0	3	7.20	\$222.22		
19	M 10P-10:35P WDAY NEWS AT10<	LN	\$1,600.00	C	30	0	1	1	8.27	\$193.47		
Total Spots:						28	4					
Total GRP:						95.2	14.2					
Cash\$ - Spots: \$17,550.00 - 32 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$17,550.00 Total GRP - CPP: 109.4 - \$160.45 Total GIMP(000) - CPM: 0 - \$0.00												