

# New Order

**Agency:** Target Enterprises, LLC  
**Office:** Encino  
**Client:** 251 - Dakota Leadership PAC  
**Product:** 291 - Dakota Leadership PAC  
**Piggyback Product:**  
**Estimate:** 3563 - DL PAC 5/17-5/23

**Station:** KBMY-S2  
**Order Type:** Normal  
**Cancel Date:**  
  
**Received in ePort:** 5/15/2022 11:50:26 PM

**Flight Start:** 05/16/2022  
**Flight End:** 05/29/2022  
**Hiatus:**

**Primary Demo:** A55+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 111.27  
**CPP:** \$84.12  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30  
 PopulationBuyType: CPP

**Local/National:** Local  
**Rep Office:** KBMY-S2  
**AE:** Jen Gion  
**Phone:**  
**OrderID:** 11664214  
**Status:** New

**Airtime Dollars:** \$9,360.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$9,360.00  
**Total Spots:** 131

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots	A55+			
									Rtg	CPP	Imp	CPM
56	M 7A-8A GOOD MORNING AMERICA	EM	\$50.00	C	30	0	2	2	0.40	\$125.00		
57	M 8A-9A GOOD MORNING AMERICA	EM	\$50.00	C	30	0	2	2	0.84	\$59.52		
58	TuWThF 6A-7A FIRST NEWS HOUR 2	EM	\$25.00	C	30	8	0	8	0.40	\$62.50		
59	TuWThF 7A-8A GOOD MORNING AMERICA	EM	\$50.00	C	30	8	0	8	0.47	\$106.38		
60	TuWThF 8A-9A GOOD MORNING AMERICA	EM	\$50.00	C	30	8	0	8	0.60	\$83.33		
61	F 6A-7A FIRST NEWS HOUR 2	EM	\$25.00	C	30	0	2	2	0.44	\$56.82		
62	M 9A-10A LIVE WITH KELLY & RYAN	DT	\$45.00	C	30	0	1	1	1.15	\$39.13		
63	M 10A-11A THE VIEW	DT	\$50.00	C	30	0	1	1	0.57	\$87.72		
64	M 12P-1P STRAHAN, SARA, AND KEKE	DT	\$40.00	C	30	0	1	1	0.36	\$111.11		

Section 1's

## New Order (Page 2)

<b>Agency:</b>	Target Enterprises, LLC	<b>Station:</b>	KBMY-S2	<b>Order ID:</b>	11664214
<b>Client:</b>	251 - Dakota Leadership PAC	<b>Product:</b>	291 - Dakota Leadership PAC	<b>Estimate:</b>	3563 - DL PAC 5/17-5/23
<b>Flight Start:</b>	05/16/2022	<b>Flight End:</b>	05/29/2022	<b>Received in ePort:</b>	5/15/2022 11:50:26 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots	A55+			
									Rtg	CPP	Imp	CPM
65	M 1P-2P GENERAL HOSPITAL	DT	\$40.00	C	30	0	1	1	0.36	\$111.11		
66	M 2P-3P TAMRON HALL	DT	\$25.00	C	30	0	1	1	0.42	\$59.52		
67	TuWThF 9A-10A LIVE WITH KELLY & RYAN	DT	\$45.00	C	30	4	0	4	0.61	\$73.77		
68	TuWThF 10A-11A THE VIEW	DT	\$50.00	C	30	4	0	4	0.58	\$86.21		
69	TuWThF 12P-1P STRAHAN, SARAH, AND KEKE	DT	\$40.00	C	30	4	0	4	0.40	\$100.00		
70	TuWThF 1P-2P GENERAL HOSPITAL	DT	\$40.00	C	30	4	0	4	0.40	\$100.00		
71	TuWThF 2P-3P TAMRON HALL	DT	\$25.00	C	30	4	0	4	0.34	\$73.53		
72	M 3P-4P FAMILY FEUD	EF	\$25.00	C	30	0	2	2	0.62	\$40.32		
73	M 4P-4:30P WDAY NEWS AT 4P	EF	\$50.00	C	30	0	1	1	0.46	\$108.70		
74	M 4:30P-5P JUDGE JUDY	EF	\$50.00	C	30	0	1	1	0.99	\$50.51		
75	TuWThF 3P-4P FAMILY FEUD	EF	\$25.00	C	30	8	0	8	0.62	\$40.32		
76	TuWThF 4P-4:30P WDAY NEWS AT 4P	EF	\$50.00	C	30	4	0	4	0.50	\$100.00		
77	TuWThF 4:30P-5P JUDGE JUDY	EF	\$50.00	C	30	4	0	4	1.07	\$46.73		
78	M 5P-5:30P WDAY NEWS AT 5P	EN	\$80.00	C	30	0	1	1	0.50	\$160.00		
79	M 5:30P-6P ABC WORLD NEWS	EN	\$150.00	C	30	0	1	1	1.10	\$136.36		
80	M 6P-6:30P WDAY NEWS AT 6P	EN	\$80.00	C	30	0	1	1	0.80	\$100.00		
81	TuWThF 5P-5:30P WDAY NEWS AT 5P	EN	\$80.00	C	30	4	0	4	0.50	\$160.00		
82	TuWThF 5:30P-6P ABC WORLD NEWS	EN	\$150.00	C	30	2	0	2	1.76	\$85.23		
83	TuWThF 6P-6:30P WDAY NEWS AT 6P	EN	\$80.00	C	30	4	0	4	0.80	\$100.00		
84	M 6:30P-7P JUDGE JUDY	PA	\$80.00	C	30	0	1	1	1.06	\$75.47		
85	TuWThF 6:30P-7P JUDGE JUDY	PA	\$80.00	C	30	4	0	4	1.16	\$68.97		
86	M 9P-10P GOOD DOCTOR	PT	\$500.00	C	30	0	1	1	5.06	\$98.81		

## New Order (Page 3)

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<b>Flight Start:</b>	05/16/2022	<b>Flight End:</b>	05/29/2022	<b>Received in ePort:</b>	5/15/2022 11:50:26 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots	A55+			
									Rtg	CPP	Imp	CPM
87	Tu 9P-10P WHO DO YOU BELIEVE	PT	\$300.00	C	30	1	0	1	5.50	\$54.55		
88	W 9P-10P MILLION LITTLE THINGS	PT	\$300.00	C	30	1	0	1	2.85	\$105.26		
89	Th 9P-10P BIG SKY	PT	\$300.00	C	30	1	0	1	3.88	\$77.32		
90	F 7P-8P SHARK TANK	PT	\$400.00	C	30	1	0	1	3.23	\$123.84		
91	F 8P-10P 20/20	PT	\$300.00	C	30	1	0	1	2.35	\$127.66		
92	Su 9P-10P THE ROOKIE	PT	\$325.00	C	30	1	0	1	6.90	\$47.10		
93	M 10P-10:35P WDAY NEWS AT 10	LN	\$90.00	C	30	0	1	1	0.94	\$95.74		
94	TuWThF 10P-10:35P WDAY NEWS AT 10	LN	\$90.00	C	30	4	0	4	1.08	\$83.33		
95	M 10:35P-11:35P JIMMY KIMMEL	LF	\$25.00	C	30	0	1	1	0.56	\$44.64		
96	M 11:35P-12:05A ABC NIGHTLINE	LF	\$30.00	C	30	0	1	1	0.40	\$75.00		
97	TuWThF 10:35P-11:35P JIMMY KIMMEL	LF	\$25.00	C	30	4	0	4	0.67	\$37.31		
98	TuWThF 11:35P-12:05A ABC NIGHTLINE	LF	\$30.00	C	30	4	0	4	0.39	\$76.92		
99	Sa 5A-6A THIS WEEK IN AGRIBUSINESS	WK	\$20.00	C	30	1	0	1	0.32	\$62.50		
100	Sa 6A-7A GOOD MORNING AMERICA SAT	WK	\$30.00	C	30	2	0	2	0.61	\$49.18		
101	Sa 7A-8:30A FIRST NEWS SAT	WK	\$30.00	C	30	2	0	2	0.65	\$46.15		
102	Sa 6P-6:30P WDAY NEWS AT 6P SAT	WK	\$25.00	C	30	1	0	1	0.45	\$55.56		
103	Sa 10P-10:35P WDAY NEWS AT 10P SAT	WK	\$65.00	C	30	1	0	1	0.47	\$138.30		
104	Su 6A-7A GOOD MORNING AMERICA SUN	WK	\$30.00	C	30	2	0	2	0.52	\$57.69		
105	Su 8A-9A THIS WEEK ON ABC	WK	\$150.00	C	30	1	0	1	0.30	\$500.00		

## New Order (Page 4)

**Agency:** Target Enterprises, LLC  
**Client:** 251 - Dakota Leadership PAC  
**Flight Start:** 05/16/2022

**Station:** KBMY-S2  
**Product:** 291 - Dakota Leadership PAC  
**Flight End:** 05/29/2022

**Order ID:** 11664214  
**Estimate:** 3563 - DL PAC 5/17-5/23  
**Received in ePort:** 5/15/2022 11:50:26 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots	A55+			
									Rtg	CPP	Imp	CPM
106	Su 5:30P-6P WDAY NEWS AT 5:30 SUN	WK	\$60.00	C	30	1	0	1	1.28	\$46.88		
107	Su 10P-10:35P WDAY NEWS AT 10 SUNDAY	WK	\$100.00	C	30	1	0	1	1.30	\$76.92		
108	Su 10:35P-11:05P NORTHLAND OUTDOORS	WK	\$60.00	C	30	1	0	1	0.81	\$74.07		
109	Sa 7P-10P NBA PIAYOFFS	SP	\$300.00	C	30	3	0	3	1.50	\$200.00		
Total Spots:						108	23					
Total GRP:						91.9	19.3					
Cash\$ - Spots: \$9,360.00 - 131    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$9,360.00    Total GRP - CPP: 111.3 - \$84.12    Total GIMP(000) - CPM: 0 - \$0.00												