

# Revision, Version 2

<b>Agency:</b> Axiom Strategies	<b>Station:</b> WDAY-S2	<b>Flight Start:</b> 10/02/2017
<b>Office:</b> Kansas City	<b>Order Type:</b> Normal	<b>Flight End:</b> 10/15/2017
<b>Client:</b> 18 - Tom Campbell for US Senate ND	<b>Cancel Date:</b>	<b>Hiatus:</b>
<b>Product:</b> 20 - Primary Election 2018		
<b>Piggyback Product:</b>		
<b>Estimate:</b> 134 - Tom Campbell for US Senate ND TV 10-2 thru 10-15	<b>Received in ePort:</b> 10/2/2017 10:33:47 AM	

<b>Airtime Dollars:</b>	\$5,960.00
<b>Interactive Dollars:</b>	\$0.00
<b>Non-Airtime Dollars:</b>	\$0.00
<b>Total Dollars:</b>	\$5,960.00
<b>Total Spots:</b>	30

<b>Primary Demo:</b> A55+	<b>Local/National:</b> Local
<b>Demo 2:</b>	<b>Rep Office:</b> WDAY-S2
<b>Demo 3:</b>	<b>AE:</b> Joshua Rohrer
<b>GRP:</b> 187.30	<b>Phone:</b>
<b>CPP:</b> \$31.82	<b>OrderID:</b> 6588071
<b>GIMP:</b> 0	<b>Status:</b> Revised
<b>CPM:</b> \$0.00	

**MarketShare:**

**Comments:** Flight to only air Mon10/2 through Wed 10/11.  
REVISED 10/2 - Added additional weight week of 10/9 and extended flight to end on Wed 10/11 instead of Tu 10/10.

Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR R114861. Marketron #184659, Spotdata #2095  
Separation: 30

**Terms of Sale:** All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept "service fees" or "handling charges" or anything of that type. Urgently request our commercials air in the first :30 position of each pod. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. We have the right to cancel this contract. A 30-minute separation is required between our own spots and those of our major competitors.

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/2 10/9		Total Spots	A55+			
									Rtg	CPP	Imp	CPM
1	MTuWThF 4:30P-5P Inside Edition	EF	\$50.00	C	30	0	0	0	4.20	\$0.00		
2	MTuW 4:30P-5P Inside Edition	EF	\$50.00	C	30	0	2	2	4.20	\$11.90		
3	Sa 6A-7A Good Morning America Saturday	EM	\$60.00	C	30	1	0	1	3.80	\$15.79		
4	Su 6A-7A Good Morning America Sunday	EM	\$75.00	C	30	1	0	1	1.90	\$39.47		
5	Sa 7A-8:30A First News Saturday	EM	\$75.00	C	30	1	0	1	4.50	\$16.67		
6	Sa 10:35P-11:05P Insider Weekend	LF	\$100.00	C	30	1	0	1	3.30	\$30.30		

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<b>Flight Start:</b> 10/02/2017	<b>Flight End:</b> 10/15/2017	<b>Received in ePort:</b> 10/2/2017 10:33:47 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/2 10/9		Total Spots	A55+			
						Rtg	CPP		Imp	CPM		
7	MTuWThF 9A-10A Live! with Kelly and Ryan	DT	\$100.00	C	30	0	0	0	5.80	\$0.00		
8	MTuW 9A-10A Live! with Kelly and Ryan	DT	\$100.00	C	30	0	2	2	5.80	\$17.24		
9	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF	\$200.00	C	30	0	0	0	4.10	\$0.00		
10	MTuWThF 8A-9A Good Morning America Hour 2	EM	\$225.00	C	30	0	0	0	6.80	\$0.00		
11	MTuW 8A-9A Good Morning America Hour 2	EM	\$225.00	C	30	0	2	2	6.80	\$33.09		
12	Su 10:35P-11:05P WDAY/WDAZ Sports Sunday	LF	\$250.00	C	30	1	0	1	8.50	\$29.41		
13	MTuWThF 6A-7A First News Hour 2	EM	\$275.00	C	30	0	0	0	6.10	\$0.00		
14	MTuW 6A-7A First News Hour 2	EM	\$275.00	C	30	0	2	2	6.10	\$45.08		
15	MTuWThF 7A-8A Good Morning America Hour 1	EM	\$350.00	C	30	0	0	0	7.20	\$0.00		
16	Sa 6P-6:30P Saturday Early News	EN	\$400.00	C	30	1	0	1	14.80	\$27.03		
17	Su 5:30P-6P Sunday Early News	EN	\$400.00	C	30	1	0	1	13.70	\$29.20		
18	Sa 10P-10:35P 10P News Saturday	LN	\$800.00	C	30	1	0	1	11.00	\$72.73		
19	WThF 4:30P-5P Inside Edition	EF	\$50.00	C	30	3	0	3	4.20	\$11.90		
20	WThF 9A-10A Kelly and Ryan	DT	\$100.00	C	30	3	0	3	5.80	\$17.24		
21	WThF 10:35P-11:35P Jimmy Kimmel	LF	\$200.00	C	30	1	0	1	4.10	\$48.78		
22	WThF 8A-9A GMA	EM	\$225.00	C	30	3	0	3	6.80	\$33.09		
23	WThF 6A-7A First News	EM	\$275.00	C	30	3	0	3	6.10	\$45.08		
24	WThF 7A-8A GMA	EM	\$350.00	C	30	1	0	1	7.20	\$48.61		

**Total Spots:** 22 8

**Total GRP:** 141.5 45.8

**Cash\$ - Spots: \$5,960.00 - 30 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$5,960.00 Total GRP - CPP: 187.3 - \$31.82 Total GIMP(000) - CPM: 0 - \$0.00**