

New Order

Agency: Axiom Strategies
Office: Kansas City
Client: 18 - Tom Campbell for US Senate ND
Product: 20 - Primary Election 2018
Piggyback Product:

Station: WDAY-S2
Order Type: Normal
Cancel Date:
Received in ePort: 8/30/2017 9:57:01 AM

Flight Start: 09/04/2017
Flight End: 09/10/2017
Hiatus:

Estimate: 119 - Tom Campbell for US Senate ND TV 9-4 thru 9-10

Airtime Dollars: \$6,405.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$6,405.00
Total Spots: 28

Primary Demo: A55+

Local/National: Local
Rep Office: WDAY-S2
AE: Joshua Rohrer

Demo 2:
Demo 3:
GRP: 181.70
CPP: \$35.25
GIMP: 0
CPM: \$0.00

Phone:
OrderID: 6483178
Status: Pending Review

MarketShare:

Comments: 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 RI14861
 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 weight 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	9/4	Total A55+				
							Spots	Rtg	CPP	Imp	CPM
1	Sa 6A-7A Good Morning America Saturday	EM60	\$80.00	C	60	1	1	2.90	\$27.59		
2	Sa 7A-8:30A First News Saturday	EM60	\$150.00	C	60	1	1	4.90	\$30.61		
3	MTuWThF 4P-5P Who Wants to Be a Millionaire	EF60	\$100.00	C	60	2	2	2.90	\$34.48		
4	Sa 6P-6:30P Saturday Early News	EN60	\$600.00	C	60	1	1	13.20	\$45.45		
5	Sa 10:35P-11:05P Insider Weekend	LF60	\$200.00	C	60	1	1	4.10	\$48.78		
6	Sa 7A-8:30A First News Saturday	EM30	\$75.00	C	30	1	1	4.90	\$15.31		
7	MTuWThF 4P-5P Who Wants to Be a Millionaire	EF30	\$50.00	C	30	3	3	2.90	\$17.24		

New Order (Page 2)

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									Rtg	CPP	Imp	CPM
8	Su 10:35P-11:05P WDAY/WDAZ Sports Sunday	LF30	\$200.00	C	30	1		1	8.20	\$24.39		
9	MTuWThF 8A-9A Good Morning America Hour 2	EM30	\$200.00	C	30	5		5	6.80	\$29.41		
10	Su 5:30P-6P Sunday Early News	EN30	\$300.00	C	30	1		1	9.80	\$30.61		
11	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF30	\$150.00	C	30	3		3	4.40	\$34.09		
12	MTuWThF 7A-8A Good Morning America Hour 1	EM30	\$300.00	C	30	5		5	7.50	\$40.00		
13	MTuWThF 5P-5:30P WDAY/WDAZ News at 5	EN30	\$500.00	C	30	3		3	11.50	\$43.48		
Total Spots:						28						
Total GRP:						181.7						
Cash\$ - Spots: \$6,405.00 - 28 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$6,405.00 Total GRP - CPP: 181.7 - \$35.25 Total GIMP(000) - CPM: 0 - \$0.00												