

New Order

Agency: Axiom Strategies **Station:** WDAY-S2 **Flight Start:** 09/04/2017
Office: Kansas City **Order Type:** Normal **Flight End:** 09/10/2017
Client: 18 - Tom Campbell for US Senate ND **Cancel Date:** **Hiatus:**
Product: 20 - Primary Election 2018
Piggyback Product:
Estimate: 119 - Tom Campbell for US Senate ND TV 9-4 thru 9-10 **Received in ePort:** 8/30/2017 9:57:01 AM

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
Demo 2: **Rep Office:** WDAY-S2
Demo 3: **AE:** Joshua Rohrer
GRP: 181.70 **Phone:**
CPP: \$35.25 **OrderID:** 6483178
GIMP: 0 **Status:** Pending Review
CPM: \$0.00

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	

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							Spots	A55+			
							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											