

# ORDER



**Orders**  
**Order / Rev:** 434377  
**Alt Order #:** 10451078  
**Product Desc:** WALZ FOR GOVERNOR  
**Estimate:** 11704  
**Flight Dates:** 08/23/22 - 08/29/22  
**Original Date / Rev:** 08/22/22 / 08/22/22  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Ian Ambron  
**Sales Office:** H-PHL  
**Sales Region:** National

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:** Maura Gilroy  
**Billing Contact:** Mackenzie Miller  
 3050 K Street NW Ste. 100  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Tim Walz for Governor  
**Demographic:** A35+  
**Product Codes:** PL1  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** 99

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/22	08/28/22	45	\$24,875.00	\$21,143.75
08/29/22	08/29/22	10	\$6,825.00	\$5,801.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2022	45	\$24,875.00	\$21,143.75	0.00
September 2022	10	\$6,825.00	\$5,801.25	0.00
<b>Totals</b>	<b>55</b>	<b>\$31,700.00</b>	<b>\$26,945.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ian Ambron			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSTP-TV, LLC and KSAX-TV	22%	\$31,700.00
Market	100%	\$144,090.91

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	24%	\$34,581.82
KMSP	24%	\$34,581.82
KMWB	2%	\$2,881.82
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,440.91
WCCO	25%	\$36,022.73
WFTC	2%	\$2,881.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	08/23/22	08/29/22	M-F 5-530a News M-F 5-530a News	CM	5-530a	MTWTF--	:30	2	\$350.00	3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/22	08/29/22	MTWTF--			2		\$350.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	M	08/23/22	08/29/22	M-F 530-6a News M-F 530-6a News	CM	530-6a	MTWTF--	:30	4	\$350.00	3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					2	\$350.00		0.00			
N 3	M	08/23/22	08/29/22	M-F 6-7a News M-F 6-7a News (6:00 AM-6:30 AM)	CM	6-7a	MTWTF--	:30	2	\$550.00	3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					4	\$350.00		0.00			
N 4	M	08/23/22	08/29/22	M-F 6-7a News M-F 6-7a News (6:30 AM-7:00 AM)	CM	6-7a	MTWTF--	:30	2	\$550.00	3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					2	\$550.00		0.00			
N 5	M	08/23/22	08/29/22	M-F GMA M-F GMA (7:00 AM-8:00 AM)	CM	7-9a	MTWTF--	:30	5	\$550.00	3	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					5	\$550.00		0.00			
N 6	M	08/23/22	08/29/22	M-F GMA M-F GMA (8:00 AM-9:00 AM)	CM	7-9a	MTWTF--	:30	4	\$550.00	3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					4	\$550.00		0.00			
N 7	M	08/27/22	08/27/22	Sa 6-7a Sat 6a News	CM	6-7a	-----1-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1-					1	\$350.00		0.00			
N 8	M	08/27/22	08/27/22	Sat GMA 7-9a Sat GMA (7:00 AM-8:00 AM)	CM	7-9a	-----1-	:30	1	\$500.00	3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1-					1	\$500.00		0.00			
N 9	M	08/27/22	08/27/22	Sat 9-10a Sat 9-10a	CM	9-10a	-----1-	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1-					1	\$375.00		0.00			
N 10	M	08/28/22	08/28/22	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1					1	\$350.00		0.00			
N 11	M	08/28/22	08/28/22	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$875.00	3	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1					1	\$875.00		0.00			
N 12	M	08/28/22	08/28/22	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$275.00	3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/22	08/28/22	-----1					1	\$275.00		0.00			
N 13	M	08/23/22	08/29/22	M-F 9-10a Minnesota Live	CM	9-10a	MTWTF--	:30	2	\$275.00	3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					2	\$275.00		0.00			
N 14	M	08/23/22	08/29/22	M-F 3-4p Twin Cities Live	CM	3-4p	MTWTF--	:30	3	\$375.00	2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					3	\$375.00		0.00			
N 15	M	08/23/22	08/29/22	M-F 4-430p Twin Cities Live	CM	4-430p	MTWTF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/22	08/29/22	MTWTF--					2	\$450.00		0.00			
N 16	M	08/23/22	08/29/22		CM	430-5p		:30	2	\$500.00	3	0.00	NM	2	\$1,000.00

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				M-F 430-5p News 430p News			MTWTF--								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	2	\$500.00	0.00								
N17	M	08/23/22	08/29/22	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$650.00	3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	4	\$650.00	0.00								
N18	M	08/23/22	08/29/22	M-Su ABC Nightly News M-Sa ABC Nightly News	CM	M-Sa 530-6p, Su 5	MTWTF--	:30	1	\$2,000.00	3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	1	\$2,000.00	0.00								
N19	M	08/23/22	08/29/22	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	5	\$700.00	3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	5	\$700.00	0.00								
N20	M	08/23/22	08/29/22	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$650.00	3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	2	\$650.00	0.00								
N21	M	08/27/22	08/27/22	Sa 5-530p Sa 5-530p	CM	5-530p	-----1-	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/22/22	08/28/22	-----1-	1	\$400.00	0.00								
N22	M	08/27/22	08/27/22	Sa 6-630p Sa 6-630p	CM	6-630p	-----1-	:30	1	\$450.00	3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/22/22	08/28/22	-----1-	1	\$450.00	0.00								
N23	M	08/23/22	08/29/22	M-F 10p news M-F 10p News	CM	10-1035p	MTWTF--	:30	4	\$750.00	2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/23/22	08/29/22	MTWTF--	4	\$750.00	0.00								
N24	M	08/28/22	08/28/22	Sun Late News 10-1030p Sun Late News 10-1030p	CM	10-1030p	-----1	:30	1	\$950.00	2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/22/22	08/28/22	-----1	1	\$950.00	0.00								
N25	M	08/27/22	08/27/22	LLWS US Semi 230-5p LLWS US Semifinals	SPRT	230-5p	-----1-	:30	1	\$950.00	3	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/22/22	08/28/22	-----1-	1	\$950.00	0.00								
N26	M	08/28/22	08/28/22	LL World Series (US Chmp) LL World Series (US Chmp)	SPRT	2-430p	-----1	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/22/22	08/28/22	-----1	1	\$1,000.00	0.00								
													Totals	55	\$31,700.00