

# ORDER



**Orders**  
**Order / Rev:** 433178  
**Alt Order #:** 10440470  
**Product Desc:** WALZ FOR GOVERNOR  
**Estimate:** 11461  
**Flight Dates:** 07/26/22 - 08/01/22  
**Original Date / Rev:** 07/22/22 / 07/22/22  
**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
06/27/22	07/31/22	24	\$11,100.00	\$9,435.00
08/01/22	08/01/22	9	\$4,150.00	\$3,527.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	24	\$11,100.00	\$9,435.00	0.00
August 2022	9	\$4,150.00	\$3,527.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$15,250.00</b>	<b>\$12,962.50</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	14%	\$15,250.00
Market	100%	\$108,928.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	17%	\$18,517.86
KMSP	30%	\$32,678.57
KMWB	1%	\$1,089.29
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,089.29
WCCO	36%	\$39,214.29
WFTC	1%	\$1,089.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	07/26/22	08/01/22	M-F 5-6a News M-F 5-6a News	CM	5-6a (5:00 AM-5:30 AM)	MTWTF--	:30	1	\$200.00	4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/26/22	08/01/22	MTWTF--	1	\$200.00	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	07/26/22	08/01/22	M-F 5-6a News M-F 5-6a News	CM	5-6a (5:30 AM-6:00 AM)	MTWTF--	:30	2	\$200.00	4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/22	08/01/22	MTWTF--		1				\$200.00		0.00			
N 3	M	07/26/22	08/01/22	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:00 AM-6:30 AM)	MTWTF--	:30	1	\$375.00	4	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: 07/26/22	08/01/22	MTWTF--		2				\$200.00		0.00			
N 4	M	07/26/22	08/01/22	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$375.00	4	0.00	NM	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: 07/26/22	08/01/22	MTWTF--		2				\$375.00		0.00			
N 5	M	07/26/22	08/01/22	M-F GMA M-F GMA	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$375.00	4	0.00	NM	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: 07/26/22	08/01/22	MTWTF--		2				\$375.00		0.00			
N 6	M	07/26/22	08/01/22	M-F GMA M-F GMA	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$375.00	4	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: 07/26/22	08/01/22	MTWTF--		1				\$375.00		0.00			
N 7	M	07/30/22	07/30/22	Sat GMA 7-9a Sat GMA	CM	7-9a (8:00 AM-9:00 AM)	-----1-	:30	1	\$275.00	4	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: 07/25/22	07/31/22	-----1-		1				\$275.00		0.00			
N 8	M	07/30/22	07/30/22	Sat 9-10a Sat 9-10a	CM	9-10a	-----1-	:30	1	\$200.00	4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----1-		1				\$200.00		0.00			
N 9	M	07/31/22	07/31/22	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$450.00	4	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: 07/25/22	07/31/22	-----1		1				\$450.00		0.00			
N 10	M	07/31/22	07/31/22	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----1		1				\$175.00		0.00			
N 11	M	07/26/22	08/01/22	M-F 9-10a Minnesota Live	CM	9-10a	MTWTF--	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/22	08/01/22	MTWTF--		3				\$150.00		0.00			
N 12	M	07/26/22	08/01/22	M-F 3-4p Twin Cities Live	CM	3-4p	MTWTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/22	08/01/22	MTWTF--		2				\$125.00		0.00			
N 13	M	07/26/22	08/01/22	M-F 4-430p Twin Cities Live	CM	4-430p	MTWTF--	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/22	08/01/22	MTWTF--		1				\$150.00		0.00			
N 14	M	07/26/22	08/01/22	M-F 430-5p News 430p News	CM	430-5p	MTWTF--	:30	1	\$250.00	4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/22	08/01/22	MTWTF--		1				\$250.00		0.00			
N 15	M	07/26/22	08/01/22	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$350.00	4	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: 07/26/22	08/01/22	MTWTF--		2				\$350.00		0.00			
N 16	M	07/26/22	08/01/22		CM	M-Sa 530-6p, Su 5		:30	2	\$1,500.00	4	0.00	NM	2	\$3,000.00

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				M-Su ABC Nightly News			MTWTF--								
				M-Sa ABC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/26/22	08/01/22	MTWTF--		2		\$1,500.00		0.00					
N17	M	07/26/22	08/01/22	M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$375.00	4	0.00	NM	2	\$750.00
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/26/22	08/01/22	MTWTF--		2		\$375.00		0.00					
N18	M	07/26/22	08/01/22	M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$350.00	4	0.00	NM	2	\$700.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/26/22	08/01/22	MTWTF--		2		\$350.00		0.00					
N19	M	07/31/22	07/31/22	M-Su ABC Nightly News	CM	M-Sa 530-6p, Su 5-	-----1	:30	1	\$1,500.00	4	0.00	NM	1	\$1,500.00
				M-Sa ABC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/25/22	07/31/22	-----1		1		\$1,500.00		0.00					
N20	M	07/31/22	07/31/22	Sunday Prime B	CM	7-8p	-----1	:30	1	\$1,800.00	4	0.00	NM	1	\$1,800.00
				Celeb Family Feud											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/25/22	07/31/22	-----1		1		\$1,800.00		0.00					
N21	M	07/26/22	08/01/22	M-F 10p news	CM	10-1035p	MTWTF--	:30	2	\$550.00	3	0.00	NM	2	\$1,100.00
				M-F 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/26/22	08/01/22	MTWTF--		2		\$550.00		0.00					
N22	M	07/31/22	07/31/22	Sun Late News 10-1030p	CM	10-1030p	-----1	:30	1	\$650.00	3	0.00	NM	1	\$650.00
				Sun Late News 10-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/25/22	07/31/22	-----1		1		\$650.00		0.00					
													Totals	33	\$15,250.00