

# ORDER



**Orders**  
**Order / Rev:** 433181  
**Alt Order #:** 10440471  
**Product Desc:** WALZ FOR GOVERNOR  
**Estimate:** 11462  
**Flight Dates:** 07/26/22 - 08/01/22  
**Original Date / Rev:** 07/27/22 / 07/27/22  
**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	30	\$21,110.00	\$17,943.50
08/01/22	08/01/22	6	\$7,400.00	\$6,290.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	30	\$21,110.00	\$17,943.50	0.00
August 2022	6	\$7,400.00	\$6,290.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$28,510.00</b>	<b>\$24,233.50</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%	\$28,510.00
Market	100%	\$203,642.86

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	17%	\$34,619.29
KMSP	30%	\$61,092.86
KMWB	1%	\$2,036.43
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$2,036.43
WCCO	36%	\$73,311.43
WFTC	1%	\$2,036.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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--	1:00	1	\$400.00	4	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:		07/26/22	08/01/22	MTWTF--	1	\$400.00	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
		<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				\$400.00		0.00			
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--	1:00	1	\$400.00	4	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: 07/26/22	08/01/22	MTWTF--		1				\$400.00		0.00			
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--	1:00	2	\$750.00	4	0.00	NM	2	\$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: 07/26/22	08/01/22	MTWTF--		2				\$750.00		0.00			
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--	1:00	2	\$750.00	4	0.00	NM	2	\$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: 07/26/22	08/01/22	MTWTF--		2				\$750.00		0.00			
E 5	M	07/26/22	08/01/22	M-F GMA M-F GMA	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	1:00	1	\$750.00	4	0.00	NM	1	\$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--		1				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	07/26/22-08/01/22	M-F GMA			7-9a	MTWThF----	1:00		\$750.00		0.00	NM		
6	M	07/26/22	08/01/22	M-F GMA M-F GMA	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	1:00	2	\$750.00	4	0.00	NM	2	\$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: 07/26/22	08/01/22	MTWTF--		2				\$750.00		0.00			
7	M	07/30/22	07/30/22	Sat GMA 7-9a Sat GMA	CM	7-9a (7:00 AM-8:00 AM)	-----1-	1:00	1	\$550.00	4	0.00	NM	1	\$550.00
		<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				\$550.00		0.00			
8	M	07/31/22	07/31/22	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	1:00	1	\$350.00	4	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: 07/25/22	07/31/22	-----1		1				\$350.00		0.00			
9	M	07/31/22	07/31/22	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	1:00	1	\$900.00	4	0.00	NM	1	\$900.00
		<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				\$900.00		0.00			
E 10	M	07/26/22	08/01/22	M-F 9-10a Minnesota Live	CM	9-10a	MTWTF--	1:00	2	\$300.00	4	0.00	NM	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: 07/26/22	08/01/22	MTWTF--		2				\$300.00		0.00			
11	M	07/26/22	08/01/22	M-F Midday News M-F Midday News	CM	11a-12p	MTWTF--	1:00	1	\$350.00	4	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: 07/26/22	08/01/22	MTWTF--		1				\$350.00		0.00			
12	M	07/26/22	08/01/22	M-F 3-4p Twin Cities Live	CM	3-4p	MTWTF--	1:00	2	\$250.00	4	0.00	NM	2	\$500.00
		<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				\$250.00		0.00			
13	M	07/26/22	08/01/22	M-F 4-430p Twin Cities Live	CM	4-430p	MTWTF--	1:00	1	\$300.00	4	0.00	NM	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: 07/26/22	08/01/22	MTWTF--		1				\$300.00		0.00			
14	M	07/26/22	08/01/22	M-F 430-5p News 430p News	CM	430-5p	MTWTF--	1:00	1	\$500.00	4	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: 07/26/22	08/01/22	MTWTF--		1				\$500.00		0.00			
15	M	07/26/22	08/01/22	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	1:00	2	\$700.00	4	0.00	NM	2	\$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: 07/26/22	08/01/22	MTWTF--		2				\$700.00		0.00			

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		<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	\$700.00		0.00			
16	M	07/26/22	08/01/22	M-Su ABC Nightly NewsCM M-Sa ABC Nightly News	CM	M-Sa 530-6p, Su 5	MTWTF--	1:00	1	\$3,000.00	4	0.00	NM	1	\$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:		07/26/22	08/01/22	MTWTF--					1	\$3,000.00		0.00			
17	M	07/26/22	08/01/22	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	1:00	2	\$750.00	4	0.00	NM	2	\$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:		07/26/22	08/01/22	MTWTF--					2	\$750.00		0.00			
18	M	07/26/22	08/01/22	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	1:00	2	\$700.00	4	0.00	NM	2	\$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:		07/26/22	08/01/22	MTWTF--					2	\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	07/26/22-08/01/22	M-F 630-7p			630-7p	MTWThF----	1:00		\$700.00		0.00	NM		
19	M	07/30/22	07/30/22	Sa 6-630p Sa 6-630p	CM	6-630p	-----1-	1:00	1	\$500.00	4	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:		07/25/22	07/31/22	-----1-					1	\$500.00		0.00			
21	M	07/26/22	08/01/22	M-F 10p news M-F 10p News	CM	10-1035p	MTWTF--	1:00	2	\$1,100.00	3	0.00	NM	2	\$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:		07/26/22	08/01/22	MTWTF--					2	\$1,100.00		0.00			
22	M	07/30/22	07/30/22	Sa Late News Sat Late News	CM	10-1035p	-----1-	1:00	1	\$500.00	4	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:		07/25/22	07/31/22	-----1-					1	\$500.00		0.00			
23	M	08/01/22	08/01/22	Mon Spcl 1 Bachelorette	CM	7-9p	M-----	1:00	1	\$5,000.00	4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/01/22	08/07/22	M-----					1	\$5,000.00		0.00			
24	M	07/26/22	07/29/22	M-F 430-5p News 430p News	CM	430-5p	-TWTF--	1:00	2	\$500.00	4	0.00	NM	2	\$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:		07/25/22	07/31/22	-TWTF--					2	\$500.00		0.00			
N25	M	07/31/22	07/31/22	Su 530-6p Su 530-6p News	CM	530-6p	-----S	1:00	1	\$1,500.00	3	0.00	NM	1	\$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:		07/25/22	07/31/22	-----S					1	\$1,500.00		0.00			
N26	M	07/28/22	08/01/22	M-F 1137p-1207a TFN Nightline	CM	1137p-1207a	M-TF--	1:00	1	\$250.00	3	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:		07/28/22	08/03/22	M-TF--					1	\$250.00		0.00			
N27	M	07/28/22	08/01/22	M-F 430-5a News M-F 430-5a News	CM	430-5a	M-TF--	1:00	1	\$160.00	4	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/28/22	08/03/22	M-TF--					1	\$160.00		0.00			
													Totals	36	\$28,510.00