

# ORDER



**Orders**  
**Order / Rev:** 431188  
**Alt Order #:** 10397444  
**Product Desc:** WALZ FOR GOVERNOR  
**Estimate:** 11129  
**Flight Dates:** 09/13/22 - 09/19/22  
**Original Date / Rev:** 06/20/22 / 06/20/22  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-1**

**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
08/29/22	09/19/22	38	\$59,925.00	\$50,936.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	38	\$59,925.00	\$50,936.25	0.00
<b>Totals</b>	<b>38</b>	<b>\$59,925.00</b>	<b>\$50,936.25</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%	\$59,925.00
Market	100%	\$428,035.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	17%	\$72,766.07
KMSP	30%	\$128,410.71
KMWB	1%	\$4,280.36
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$4,280.36
WCCO	36%	\$154,092.86
WFTC	1%	\$4,280.36

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	09/13/22	09/19/22	M-F 5-6a News M-F 5-6a News	CM	5-6a (5:30 AM-6:00 AM)	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: 09/13/22	09/19/22	MTWTF--		2		\$350.00		0.00					
N 2	M	09/13/22	09/19/22		CM	6-7a	MTWTF--	:30	2	\$550.00	4	0.00	NM	2	\$1,100.00

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a News											
				M-F 6-7a News		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$550.00	0.00								
N 3	M	09/13/22	09/19/22	M-F 6-7a News	CM	6-7a	MTWTF--	:30	2	\$550.00	4	0.00	NM	2	\$1,100.00
				M-F 6-7a News		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$550.00	0.00								
N 4	M	09/13/22	09/19/22	M-F GMA	CM	7-9a	MTWTF--	:30	2	\$550.00	4	0.00	NM	2	\$1,100.00
				M-F GMA		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$550.00	0.00								
N 5	M	09/13/22	09/19/22	M-F GMA	CM	7-9a	MTWTF--	:30	1	\$550.00	4	0.00	NM	1	\$550.00
				M-F GMA		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	1	\$550.00	0.00								
N 6	M	09/17/22	09/17/22	Sat GMA 7-9a	CM	7-9a	-----1-	:30	1	\$500.00	4	0.00	NM	1	\$500.00
				Sat GMA		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----1-	1	\$500.00	0.00								
N 7	M	09/17/22	09/17/22	Sat GMA 7-9a	CM	7-9a	-----1-	:30	1	\$500.00	4	0.00	NM	1	\$500.00
				Sat GMA		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----1-	1	\$500.00	0.00								
N 8	M	09/18/22	09/18/22	Su GMA	CM	7-8a	-----1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
				Su GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----1	1	\$400.00	0.00								
N 9	M	09/18/22	09/18/22	Su 9-10a	CM	9-10a	-----1	:30	1	\$1,000.00	4	0.00	NM	1	\$1,000.00
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----1	1	\$1,000.00	0.00								
N 10	M	09/18/22	09/18/22	Sun 10-1030a	CM	Sun 10-1030a	-----1	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				At Issue											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----1	1	\$175.00	0.00								
N 11	M	09/13/22	09/19/22	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$275.00	4	0.00	NM	2	\$550.00
				Live with Kelly & Ryan											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$275.00	0.00								
N 12	M	09/13/22	09/19/22	M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$225.00	4	0.00	NM	2	\$450.00
				Twin Cities Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$225.00	0.00								
N 13	M	09/13/22	09/19/22	M-F 4-430p	CM	4-430p	MTWTF--	:30	2	\$300.00	4	0.00	NM	2	\$600.00
				Twin Cities Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$300.00	0.00								
N 14	M	09/13/22	09/19/22	M-F 430-5p News	CM	430-5p	MTWTF--	:30	2	\$500.00	4	0.00	NM	2	\$1,000.00
				430p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	2	\$500.00	0.00								
N 15	M	09/13/22	09/19/22	M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$650.00	4	0.00	NM	3	\$1,950.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/22	09/19/22	MTWTF--	3	\$650.00	0.00								
N 16	M	09/13/22	09/19/22	M-Su ABC Nightly News	CM	M-Sa 530-6p, Su 5	MTWTF--	: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>								

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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: 09/13/22	09/19/22	MTWTF--		1				\$1,500.00		0.00			
N17	M	09/13/22	09/19/22	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	4	\$650.00	4	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: 09/13/22	09/19/22	MTWTF--		4				\$650.00		0.00			
N18	M	09/13/22	09/19/22	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$650.00	4	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: 09/13/22	09/19/22	MTWTF--		2				\$650.00		0.00			
N19	M	09/16/22	09/16/22	Friday Prime A Shark Tank	CM	7-8p	----1--	:30	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: 09/12/22	09/18/22	----1--		1				\$550.00		0.00			
N20	M	09/13/22	09/19/22	M-F 10p news M-F 10p News	CM	10-1035p	MTWTF--	:30	3	\$550.00	4	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	MTWTF--		3				\$550.00		0.00			
N21	M	09/18/22	09/18/22	Sun Late News 10-1030p Sun Late News 10-1030p	CM	10-1030p	-----1	:30	1	\$650.00	4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-----1		1				\$650.00		0.00			
N22	M	09/19/22	09/19/22	MNF on ESPN Vikings MNF	SPRT	7-1015p (7:30 PM-10:30 PM)	1-----	:30	1	\$40,000.00	4	0.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/22	09/25/22	1-----		1				\$40,000.00		0.00			
													Totals	38	\$59,925.00