New Order

Media:	Radio	**Market:**	Fargo-Moorhead	**Vendor:**	WDAY-AM	**Billing To:**	Odney Advertising
Client:	ARMSTRONG FOR CONGRESS	**Demo:**	Adults 35-64				117 West Front Avenue
Product:	ARMSTRONG FOR CONGRESS	**Separation:**	15				Bismarck, ND 58504
CPE:	ARMSK/ARMS8/344	**Flight Start:**	4/2/18	**AE:**	Joshua Rohrer		
Description:	ARMS - 2018 Convention Radio	**Flight End:**	4/8/18	**Phone:**		**Phone:**	701-222-8721
Rep:		**Sales Office:**		**Fax:**		**Fax:**	
Version:	1	**Survey:**					
Comments:							

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	4/2	Total Spots	Adults 35-64 RTG	CPP
1	ThF 6:00A-7:00P	DA	$20.00	C	30	16	16		
	Comments: 8x/day Th-F 6a-7p								
2	Sa 6:00A-10:00A	AM	$15.00	C	30	4	4		
	Comments: 4x Sat 6a-10a								
					Total Spots:	20	20		
					Total GRP/GIMP(000):	0.0		0.0	

Month	Cash$-Spots	Trade$-Spots	Total$-Spots
4/2018	$380.00 - 20	$0.00 - 0	$380.00 - 20

Total Gross Cost: $380.00 **Total Gross CPP:** $0.00

Total Net Cost: $323.00 **Total Net CPP:** $0.00

Disclaimer:

Odney is placing this order on behalf of Armstrong for Congress.

When multiple broadcast spots are ordered during a Monday-Friday timeframe they need to be scheduled on separate days. More than one spot per day in the same program will not be accepted.

A 15 minute separation between spots is required. Spots will not be paid if they run within 15 minutes of each other.

Product separation is also required. No spots will be paid when they appear back-to-back with a competitor.

A post-buy analysis will be conducted on broadcast placement, stations must deliver at least 90% of the target audience or make goods will be required. If there is any disagreement on the ratings please contact the buyer prior to confirmation. OUR ESTIMATE NUMBER SERVES AS A PURCHASE ORDER. THIS ESTIMATE NUMBER MUST BE ON ALL INVOICES OR PAYMENT MAY BE DELAYED

We are placing this media order on behalf of our client. Confirmation of this order must be done through AE Inbox. If order isn't confirmed, our client will only be responsible for this schedule and the respective dollar amount. If there is any conflict with this order, please contact me as soon as possible.

Product separation is required; no spots will be paid when they appear back-to-back with a competitor.

We are requesting a minimum of a 15 minute separation between spots in all ordered dayparts.