

New Order

Agency: Crossroads Media LLC

Office: Alexandria

Client: 152 - Doug Burgum for North Dakota

Product: 333 - Doug Burgum for North Dakota

Piggyback Product:

Estimate: 2921 - Burgum for ND TV 30s 4.16-4.22.16

Station: WDAY-TV

Order Type: Normal

Cancel Date:

Flight Start: 04/16/2016

Flight End: 04/22/2016

Hiatus:

Received in ePort: 4/14/2016 9:40:44 AM

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Local/National:

Rep Office:

AE:

Phone:

OrderID:

Status:

Local

WDAY-TV

Joshua Rohrer

4963608

New

Airtime Dollars: \$9,865.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$9,865.00

Total Spots: 81

MarketShare:

All orders are placed daily. Spots cannot be moved from one day to the next without express written consent from the Buyer.
Separation: 30

Daily Airtime Lines

Line	Daypart	DPT	Code	Rate	C/T	Len	4/16	4/17	4/18	4/19	4/20	4/21	4/22	Total Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 5A-6A FIRST NEWS	RT	EM	\$25.00	C	30	0	0	1	1	1	1	1	5				
2	MTuWThF 6A-7A FIRST NEWS	EM	EM	\$100.00	C	30	0	0	1	1	1	1	1	5				
3	MTuWThF 7A-8A GD MRN AMR-ABC<	EM	EM	\$150.00	C	30	0	0	1	1	1	1	0	4				
4	MTuWThF 8A-9A GD MRN AMR-ABC<	EM	EM	\$75.00	C	30	0	0	0	1	1	1	1	4				
5	MTuWThF 9A-10A KELLY&MICHAEL	DT	DT	\$40.00	C	30	0	0	1	1	1	1	1	5				
6	MTuWThF 10A-11A VIEW-ABC	DT	DT	\$20.00	C	30	0	0	1	1	1	1	1	5				
7	MTuWThF 11A-12P RACHAEL RAY	DT	DT	\$15.00	C	30	0	0	1	1	1	1	1	5				
8	MTuWThF 12P-1P CHEW-ABC	DT	DT	\$20.00	C	30	0	0	1	1	1	1	1	5				
9	MTuWThF 4P-5P DR. OZ	EF	EF	\$20.00	C	30	0	0	1	1	1	1	1	5				
10	MTuWThF 5P-5:30P 5 O'CLOCK NWS	EN	EN	\$125.00	C	30	0	0	1	1	1	1	1	5				
11	MTuWThF 6P-6:30P 6 O'CLOCK NWS	EN	EN	\$300.00	C	30	0	0	1	1	1	1	1	5				
12	MTuWThF 6:30P-7P ENT TONIGHT 30	PA	PA	\$175.00	C	30	0	0	1	1	1	1	1	5				

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Agency: Crossroads Media LLC Station: WDAY-TV Order ID: 4963608
 Client: 152 - Doug Burgum for North Dakota Product: 333 - Doug Burgum for North Dakota Estimate: 2921 - Burgum for ND TV 30s 4.16-4.22.16

Flight Start: 04/16/2016 Flight End: 04/22/2016 Received in ePort: 4/14/2016 9:40:44 AM

Line	No	Daypart (Program)	DPT	Code	Rate	C/T	Len	4/16	4/17	4/18	4/19	4/20	4/21	4/22	Total Spots	Rtg	CPP	Imp	CPM
13		M 7P-9P DANCING WITH THE STARS	PT	30	\$400.00	C	30	0	0	1	0	0	0	0	1	1			
14		M 9P-10P CASTLE-ABC	PT	30	\$500.00	C	30	0	0	1	0	0	0	0	1	1			
15		MTuWThF 10P-10:35P 10 O'CLOCK NWS<	LN	30	\$375.00	C	30	0	0	0	1	1	1	1	4	4			
16		MTuWThF 10:35P-11:35P J KIMMEL-ABC<	LF	30	\$60.00	C	30	0	0	1	1	1	1	1	5	5			
17		W 7P-8P MIDDLE-ABC/AVG. ALL WKS	PT	30	\$500.00	C	30	0	0	0	0	1	0	0	1	1			
18		Th 7P-8P GREY ANTMV-ABC	PT	30	\$400.00	C	30	0	0	0	0	0	1	0	1	1			
19		Sa 6A-7A GD MRN-SAT-ABC	RT	30	\$15.00	C	30	1	0	0	0	0	0	0	1	1			
20		Sa 7A-8:30A FIRST NEWS<	RT	30	\$30.00	C	30	1	0	0	0	0	0	0	1	1			
21		Sa 6P-6:30P SAT 6PM NEWS	EN	30	\$100.00	C	30	1	0	0	0	0	0	0	1	1			
22		Sa 7P-7:30P NBA on ABC	PT	30	\$100.00	C	30	1	0	0	0	0	0	0	1	1			
23		Sa 7P-10P NBA	PT	30	\$100.00	C	30	2	0	0	0	0	0	0	2	2			
24		Sa 10P-10:35P SAT 10PM NEWS<	LN	30	\$200.00	C	30	1	0	0	0	0	0	0	1	1			
25		Su 6A-7A GD MRN-SUN-ABC	RT	30	\$20.00	C	30	0	1	0	0	0	0	0	1	1			
26		Su 5:30P-6P WDAY NEWS@5:30	EN	30	\$100.00	C	30	0	1	0	0	0	0	0	1	1			
27		Su 10P-10:35P 10P NEWS SUNDAY	LN	30	\$400.00	C	30	0	1	0	0	0	0	0	1	1			
Total Spots:								7	3	14	14	15	15	13					
Cash\$ - Spots: \$9,865.00 - 81								Trade\$ - Spots: \$0.00 - 0								Total Cost: \$9,865.00			
																Total GRP - CPP: 0.0 - \$0.00			
																Total GIMP(000) - CPM: 0 - \$0.00			