

New Order

Agency: Strategic Media Placement
Office: Delaware
Client: 1638 - Rick Becker for ND CD-AL
Product: 2483 - Broadcast TV
Piggyback Product:
Estimate: 7086 - Rick Becker for ND CD-AL
 5.23-6.11

Station: WDAY-TV
Order Type: Normal
Cancel Date:
Received in ePort: 5/22/2024 9:27:06 AM

Flight Start: 05/23/2024
Flight End: 06/12/2024
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 913.90
CPP: \$44.28
GIMP: 0
CPM: \$0.00
Comments: Separation: 30
 PopulationBuyType: CPP

Local/National: Local
Rep Office: WDAY-TV
AE: Jen Gion
Phone:
OrderID: 13450914
Status: Pending Review

Airtime Dollars: \$40,470.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$40,470.00
Total Spots: 112

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/23	5/30	6/6	Total Spots	A35+			
										Rtg	CPP	Imp	CPM
1	ThFMTuW 6A-7A First News 2nd hour	EM	\$400.00	C	30	0	5	5	10	8.80	\$45.45		
2Q23 - FARGO-VALLEY CITY - ESTIMATE IS BASED ON PAV of WDAY First News at 6 on WDAY+ airing 35 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023, 5/5/2023, 5/8/2023, 5/9/2023, 5/10/2023, 5/11/2023, 5/12/2023, 5/15/2023, 5/16/2023, 5/17/2023, 5/18/2023, 5/19													
2	ThFMTuW 7A-8A GMA 1st hour	EM	\$350.00	C	30	4	5	5	14	7.80	\$44.87		
2Q23 - FARGO-VALLEY CITY - ESTIMATE IS BASED ON PAV of Good Morning America on WDAY+ airing 35 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023, 5/5/2023, 5/8/2023, 5/9/2023, 5/10/2023, 5/11/2023, 5/12/2023, 5/15/2023, 5/16/2023, 5/17/2023, 5/18/2023, 5/19													
3	ThFMTuW 8A-9A GMA 2nd hour	EM	\$170.00	C	30	4	5	5	14	7.80	\$21.79		
2Q23 - FARGO-VALLEY CITY - ESTIMATE IS BASED ON PAV of Good Morning America on WDAY+ airing 36 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023, 5/5/2023, 5/8/2023, 5/9/2023, 5/10/2023, 5/11/2023, 5/12/2023, 5/15/2023, 5/16/2023, 5/17/2023, 5/18/2023, 5/19													
4	ThFMTuW 11A-12P WDAY/WDAZ Nws @ 11am	DT	\$100.00	C	30	3	3	3	9	4.10	\$24.39		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 11:00a-12:00p TIME PERIOD ON WDAY+													

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/23	5/30	6/6	Total Spots	A35+			
										Rtg	CPP	Imp	CPM
5	ThFMTuW 12P-1P GMA Day	DT	\$50.00	C	30	3	3	3	9	2.60	\$19.23		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 12:00p-1:00p TIME PERIOD ON WDAY+													
6	ThFMTuW 4P-5P WDAY/WDAZ News at 4	EF	\$150.00	C	30	0	4	4	8	5.10	\$29.41		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 4:00p-5:00p TIME PERIOD ON WDAY+													
7	ThFMTuW 5P-5:30P WDAY/WDAZ News at 5	EN	\$450.00	C	30	3	4	4	11	9.40	\$47.87		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 5:00p-5:30p TIME PERIOD ON WDAY+													
8	ThFMTuW 6P-6:30P WDAY/WDAZ News at 6	EN	\$700.00	C	30	4	4	4	12	13.70	\$51.09		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 6:00p-6:30p TIME PERIOD ON WDAY+													
9	ThFMTuW 6:30P-7P Ent Tonight	PA	\$400.00	C	30	2	4	4	10	8.40	\$47.62		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 6:30p-7:00p TIME PERIOD ON WDAY+													
10	ThFMTuW 10P-10:35P WDAY/WDAZ News at 10	LN	\$750.00	C	30	3	4	4	11	12.00	\$62.50		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Mo-Fr 10:00p-10:35p TIME PERIOD ON WDAY+													
11	Th 8P-9P Greys Anatomy	PT	\$800.00	C	30	1	0	0	1	4.90	\$163.27		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Thu 8:00p-9:00p TIME PERIOD ON WDAY+													
12	Sa 6A-7A Good Morning America	RT	\$80.00	C	30	1	1	1	3	5.90	\$13.56		
2Q23 - FARGO-VALLEY CITY - ACTUAL 2Q23 Sat 6:00a-7:00a TIME PERIOD ON WDAY+													
Total Spots:						28	42	42					
Total GRP:						229.1	342.4	342.4					
Cash\$ - Spots: \$40,470.00 - 112 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$40,470.00 Total GRP - CPP: 913.9 - \$44.28 Total GIMP(000) - CPM: 0 - \$0.00													