

Order / Rev: 46750
 Alt Order #:
 Flight Dates: 04/29/24 - 05/20/24

Advertiser: Committee to Elect Joe Davis for Judge
 Product Desc: Political candidate ... judge
 Estimate:
 KOB1

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	All	04/29/24	05/19/24	NBC5 News @ 7p NBC5 News @ 7p	CM	7-730p	MTWTF--	:30	1	\$45.00	P-04	0.00	NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/24	05/05/24	MTWTF--					1	\$60.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--					2	\$60.00		0.00			
		Week: 05/13/24	05/19/24	MTWTF--					2	\$60.00		0.00			
		Week: 05/20/24	05/26/24	M-----					1	\$60.00		0.00			
N 6	All	05/06/24	05/12/24	Today Show Sa Today Show Sa	CM	6a-7:30a	-----S-	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/24	05/05/24	MTWTF--					1	\$45.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--					1	\$45.00		0.00			
		Week: 05/13/24	05/19/24	MTWTF--					2	\$45.00		0.00			
N 7	All	05/06/24	05/19/24	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$60.00	P-04	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----S-					1	\$60.00		0.00			
		Week: 05/13/24	05/19/24	-----S-					1	\$60.00		0.00			
N 8	All	04/29/24	05/12/24	Today Show Su Today Show Su	CM	7a-8a	-----S	:30	1	\$10.00	P-05	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/24	05/05/24	-----S					1	\$10.00		0.00			
		Week: 05/06/24	05/12/24	-----S					1	\$10.00		0.00			
N 9	All	04/29/24	05/12/24	Meet the Press Meet the Press	CM	8a-9a	-----S	:30	1	\$15.00	P-05	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/24	05/05/24	-----S					1	\$15.00		0.00			
		Week: 05/06/24	05/12/24	-----S					1	\$15.00		0.00			
N 10	All	05/06/24	05/19/24	NBC5 News @ 6p Su NBC5 News @ 6p Su	CM	6p-630p	-----S	:30	1	\$60.00	P-04	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----S					1	\$60.00		0.00			
		Week: 05/13/24	05/19/24	-----S					1	\$60.00		0.00			
Totals													40	\$1,600.00	



Proposal ID: 21827
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/29/2024 - 5/20/2024
 Advertiser: ~~Noah Robinson for Oregon Senate~~
 Product: Political State Senate
 Agency: Paper & String
 Estimate #: 2024 primary
 Spot Length(s): :30
 Book: CS-Feb/2024
 Report: Planner

Acct. Exec: Kingsley Kelley
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: kkelley@kobi5.com
 Web Site: www.kobi5.com

46750

Flight Dates: 4/29/2024-5/20/2024

Program Time	Spot Length	AP 29	MY 6	MY 13	MY 20	CS-A18+ CS.RTG RTG	CS-A18+ CS.000 000	Wk s	Rate Spots
KOB1+									
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:30	1	3	3	1	2.8	3.3	4	\$20.00 8
Today Show Mo-Fr 6:58a-9:00a	:30	1	2	3	--	3.7	4.5	3	\$30.00 6
NBC5 News at 5pm Mo-Fr 5:00p-5:28p	:30	1	2	3	1	6.4	7.7	4	\$60.00 7
NBC5 News at 6pm Mo-Fr 6:00p-7:00p	:30	1	2	2	1	5.2	6.3	4	\$60.00 6
NBC5 News at 7pm Mo-Fr 7:00p-7:30p	:30	1	1	2	--	3.4	4.2	3	\$45.00 4
Today Show Saturday Sat 6:00a-7:30a	:30	--	1	--	--	1.6	2.0	1	\$10.00 1
NBC5 News at 6pm Sat Sat 6:00p-6:30p	:30	--	1	1	--	11.8	14.2	2	\$60.00 2
Today Show Sunday Sun 6:58a-8:00a	:30	1	1	--	--	1.4	1.7	2	\$10.00 2
Meet The Press Sun 8:00a-9:00a	:30	1	1	--	--	2.3	2.8	2	\$15.00 2
NBC5 News at 6pm Sun Sun 6:00p-6:30p	:30	--	1	1	--	4.0	4.8	2	\$60.00 2

Total Cost:	\$1,600.00
Agency Commission @ 15%	\$240.00
Net Cost:	\$1,360.00

General Summary (CS-A18+ CS.RTG)

Description	Spots	Cost	Impressions (000)	Reach	Freq	CPM	Population
KOB1+	40	\$1,600.00	210.9	72.3	2.4	\$7.59	120,985