

ORDER



Orders
Order / Rev: 274963
Alt Order #:
Product Desc: Idaho Primary 2024
Estimate:
Flight Dates: 04/22/24 - 05/19/24
Original Date / Rev: 04/16/24 / 04/16/24
Order Type: GENERAL

ESPN Radio
Primary AE: Denise Hombel
Sales Office: Radio
Sales Region: LOC

Agency Name: Granier Marketing
Buying Contact: Nick Granier
Billing Contact: Accounts Payable
 408 E Sherman Avenue, Ste 216
 Coeur d' Alene, ID 83814

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: North Idaho Republicans
Demographic: A25-54
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/30/24	41	\$1,125.00	\$956.25
05/01/24	05/19/24	83	\$2,175.00	\$1,848.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	41	\$1,125.00	\$956.25	0.00
May 2024	83	\$2,175.00	\$1,848.75	0.00
Totals	124	\$3,300.00	\$2,805.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denise Hombel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXLX	04/22/24	05/19/24	M-F 6am-7pm M-F 6am-7pm	CM	6am-7pm	MTWTF--	1:00	24	\$30.00	P-3	0.00	NM	96	\$2,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		24				\$30.00		0.00			
		Week: 04/29/24	05/05/24	MTWTF--		24				\$30.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--		24				\$30.00		0.00			
		Week: 05/13/24	05/19/24	MTWTF--		24				\$30.00		0.00			
N 2	KXLX	04/22/24	05/19/24	SA-SU 6am-8pm 6:00 AM-7:00 PM (6:00 AM-7:00 PM)	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	-----SS	1:00	7	\$15.00	P-3	0.00	NM	28	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----SS		7				\$15.00		0.00			
		Week: 04/29/24	05/05/24	-----SS		7				\$15.00		0.00			
		Week: 05/06/24	05/12/24	-----SS		7				\$15.00		0.00			
		Week: 05/13/24	05/19/24	-----SS		7				\$15.00		0.00			

Totals 124 \$3,300.00

Revised 4/9/24
TAPSCAN
 4/16/24 Approved by
 Nick Via Email

North Idaho Republicans RV

From: Denise Hombel
 Phone: (509) 324-4301
 Email: dhombel@bxy.com
 4/9/2024 1:57 PM

Flight Dates: 04/22/2024 - 05/20/2024

Demo: P 35+

Radio Market: SPOKANE
 Survey: FEB24 (DEC-FEB)
 Geography: Metro

ScheduleDescription:

P35+

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	GPP	CPM	GRPs	% Reach	Net Reach	Frequency	GIs
Radio Total		476		\$31.51	\$15,000.00	0.4%	\$90.14	\$21.01	166.4	33.3%	137,000	53	728,800
KVNI-AM		104		\$10.00	\$1,040.00	0.0%	\$371.43	\$50.00	2.8	1.9%	7,900	2.4	18,800
Flight A - 4 wks (04/22, 04/29, 05/06, 05/13)													
		104		\$10.00	\$1,040.00	0.0%	\$371.43	\$50.00	2.8	1.9%	7,900	2.4	18,800
One Week Total		26		\$10.00	\$260.00	0.0%	\$371.43	\$50.00	0.7	0.7%	2,900	1.6	4,700
	M-F 6A-7P	19	60	\$10.00	\$190.00	0.0%	\$0.00	\$100.00	0.0	0.4%	1,600	1.2	1,900
	Sa-Su 6A-7P	7	60	\$10.00	\$70.00	0.1%	\$100.00	\$25.00	0.7	0.4%	1,700	1.6	2,800
KOLX-AM		124		\$26.61	\$3,300.00	0.2%	\$171.88	\$33.26	19.2	4.8%	19,600	5.2	101,600
Flight A - 4 wks (04/22, 04/29, 05/06, 05/13)													
		124		\$26.61	\$3,300.00	0.2%	\$171.88	\$33.26	19.2	4.8%	19,600	5.2	101,600
One Week Total		31		\$26.61	\$825.00	0.2%	\$171.88	\$33.26	4.8	2.2%	9,200	2.8	25,400
	M-F 6A-7P	24	60	\$30.00	\$720.00	0.2%	\$150.00	\$30.00	4.8	2.1%	8,800	2.7	24,000
	Sa-Su 6A-7P	7	60	\$15.00	\$105.00	0.0%	\$0.00	\$75.00	0.0	0.2%	1,000	1.4	1,400
KOLY-AM		124		\$45.48	\$5,640.00	0.4%	\$111.02	\$26.75	50.8	10.2%	42,100	5.1	215,600
Flight A - 4 wks (04/22, 04/29, 05/06, 05/13)													
		124		\$45.48	\$5,640.00	0.4%	\$111.02	\$26.75	50.8	10.2%	42,100	5.1	215,600
One Week Total		31		\$45.48	\$1,410.00	0.4%	\$111.02	\$26.75	12.7	4.9%	20,000	2.7	53,900
	M-F 6A-7P	24	60	\$50.00	\$1,200.00	0.5%	\$100.00	\$23.81	12.0	4.5%	18,600	2.7	50,400
	Sa-Su 6A-7P	7	60	\$30.00	\$210.00	0.1%	\$300.00	\$60.00	0.7	0.6%	2,600	1.3	3,500
KOLY-FM		124		\$40.48	\$5,020.00	0.8%	\$53.63	\$12.65	93.6	15.9%	65,300	6.0	390,800
Flight A - 4 wks (04/22, 04/29, 05/06, 05/13)													
		124		\$40.48	\$5,020.00	0.8%	\$53.63	\$12.65	93.6	15.9%	65,300	6.0	390,800
One Week Total		31		\$40.48	\$1,255.00	0.8%	\$53.63	\$12.65	23.4	7.9%	32,400	3.0	97,700

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: SPOKANE, FEB24 (DEC-FEB); Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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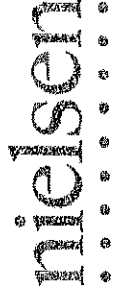
North Idaho Republicans RV



From: Denise Hornbel
 Phone: (509) 324-4301
 Email: dhornbel@ixty.com
 4/9/2024 1:57 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	CPM	GRPs	% Reach	Net Reach	Frequency	Gls
KXLY-FM (continued)													
M-F 6A-7P	PROT	24	60	\$45.00	\$1,080.00	0.8%	\$56.25	\$13.24	19.2	7.1%	29,100	2.8	81,600
Sa-Su 6A-7P		7	60	\$25.00	\$175.00	0.6%	\$41.67	\$10.87	4.2	2.5%	10,100	1.6	16,100

The first demo listed is the Primary Demo.
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North Idaho Republicans RV

From: Denise Hombel
 Phone: (509) 324-4301
 Email: dhombel@kxy.com
 4/9/2024 1:57 PM

Schedule Grand Totals: 4 Weeks

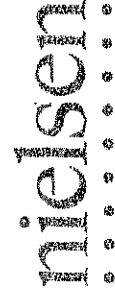
Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	CPM	GRPs	% Reach	Net Reach	Frequency	GIs
Radio Total	476	\$31.51	\$15,000.00	0.4%	\$90.14	\$21.01	166.4	33.3%	137,000	5.8	726,800
KVNI-AM	104	\$10.00	\$1,040.00	0.0%	\$371.43	\$50.00	2.8	1.9%	7,900	2.4	18,800
KOLX-AM	124	\$26.61	\$3,300.00	0.2%	\$171.88	\$33.26	19.2	4.8%	19,600	5.2	101,600
KXY-AM	124	\$45.48	\$5,640.00	0.4%	\$111.02	\$26.75	50.8	10.2%	42,100	5.1	215,600
KXY-FM	124	\$40.48	\$5,020.00	0.8%	\$53.63	\$12.66	93.6	15.9%	65,300	6.0	390,800

Accepted by Station _____
 Date _____

Accepted by Client _____
 Date _____

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
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Detailed Sourcing Summary

Radio Market: SPOKANE
Survey: Nielsen Radio February 2024 (December - February)
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 35+ (Primary)	411,000	1,177

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/CR8/2024/FEB/017Z/bdis/SpecialNotices.pdf>

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