

WOC10976527 Offer A01(1)

Offer Printout



Order Status:	Confirmed	Start/End Dates:	05/28/18 - 06/17/18	C/P/E:	30 / 55 / 432
Traffic #:		Agency:	Odneey Advertising	Product Desc.:	CRAMER FOR US SENATE 7
Buyer Order #:	7401687	Advertiser:	KEVIN CRAMER FOR US SENATE	Estimate Desc.:	CRAM - 2018 Primary Election Revise
AE:	Unassigned	Buyer:		Total Cost:	\$17,975.00 (Cash)
Property:	KVLY TV	Primary Demo:	Adults 35-64 (RTG)	Received Date:	6/01/18 11:54 AM
Sales Region:	Local				

Status: Approved Created Date: 6/4/18 3:43 PM Status Date: 6/4/18 3:58 PM

Comments:

Please see line 5 for na's due to NBC Tennis on Thursday & Friday. Please advise on make good offers on lines 15 & 16.

Buyer Reject Comments:

	Missed	Offered	Difference
Total \$	200.00	200.00	- 0.00
# Spots	2	5	+ 3
GRP	3.20	11.00	+ 7.80
CPP	62.50	18.18	

Missed and Offered Lines				Adults 35-64 RTG				Weeks											
Line	Program	Len	Time	Days	Rate	RTG	GRP	CPP	Jun 4	Jun 11									
M 5	DAYS-OUR LIVES	:30	12:00 PM-1:00 PM	MTWTF--	\$100.00	1.60	3.20	62.50	2										
O 15	TODAY SHW	:30	7:00 AM-9:00 AM	MTWTF--	\$180.00	3.00	3.00	60.00	1										
O 16	VALLEY TODAY 430A	:30	4:30 AM-5:00 AM	MTWTF--	\$5.00	2.00	8.00	2.50	2	2									