

ORDER WORKSHEET

Rep Order# 6996163 Ver# 1 Status New
EC'd No

Traffic Order# 4932
Printed: 08/13/14 3:11 PM
Last Received: 08/13/14 3:07 PM
Showing Buylines: All Rep and Station Changes

1 of 3

Station KVVY-TV FARGO, ND
Advertiser (MCF) MCFADDEN FOR US SEN
Product MARK MCFADDEN
Estimate# MM2014
Buyer KATIE TROUTEN

Agency (KSA) PERISCOPE MARKETING
921 WASHINGTON AVE
MINNEAPOLIS, MN 55415
Agency C/P1/P2/E MM/MM/MM/MM2014
Flight Dates 08/14/14-08/24/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (FEI) FRANK FEINBERG
Sales Assistant THERESA
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

--- CONTRACT COMMENT ---

MARK MCFADDEN FOR US SENATE

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER **MARK MCFADDEN FOR US SENATE** TOTAL = \$6205 PLS. CONF. ASAP THANKS THERESA

Ln	Day	Dates	Len	Time	Spots/ Week	Rate	Num of Weeks	Total Spots	Total Cost	Program	RTG/IMP	GRPs/ (000)
1	M-F	08/18-08/22	30	5A-6A	4	\$125.00	1	4	\$500.00	VALLEY NEWS EARLY MORNING	-	-
2	M-F	08/18-08/22	30	7A-9A	3	\$300.00	1	3	\$900.00	TODAY SHOW	-	-
3	Su	08/24-08/24	30	7A-8A	1	\$150.00	1	1	\$150.00	SUNDAY TODAY SHOW	-	-
4	M-F	08/18-08/22	30	9A-10A	3	\$25.00	1	3	\$75.00	NORTH DAKOTA TODAY	-	-
5	M-F	08/18-08/22	30	5P-530P	3	\$160.00	1	3	\$480.00	VALLEY NEWS LIVE @ 5PM	-	-
6	M-F	08/18-08/22	30	6P-630P	4	\$185.00	1	4	\$740.00	VALLEY NEWS LIVE @ 6PM	-	-
7	Sa	08/16-08/23	30	6P-630P	1	\$100.00	2	2	\$200.00	VALLEY NEWS SATURDAY @ 6PM	-	-
8	M-F	08/18-08/22	30	630P-7P	2	\$350.00	1	2	\$700.00	WHEEL OF FORTUNE	-	-
9	Sa	08/16-08/23	30	630P-7P	1	\$100.00	2	2	\$200.00	SATURDAY WHEEL OF FORTUNE	-	-
10	Sa	08/23-08/23	30	7P-8P	1	\$250.00	1	1	\$250.00	DRAMA ENCORE	-	-
11	Sa	08/23-08/23	30	8P-9P	1	\$250.00	1	1	\$250.00	DRAMA ENCORE	-	-
12	M-F	08/18-08/22	30	1135P-1235A	4	\$5.00	1	4	\$20.00	SETH MYERS	-	-

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Estimate# MM2014
Buyer KATIE TROUTEN

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MINNEAPOLIS, MN 55415
Agency C/P1/P2/E MM/M/MM/MM/2014
Flight Dates 08/14/14-08/24/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (FEI) FRANK FEINBERG
Sales Assistant THERESA
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938
Program

Ln	Day	Dates	Len	Time	Spots/ Week	Rate	Num of Weeks	Total Spots	Total Cost	RTG/IMP	GRPs/ (000)
13	Sa	08/16-08/16	30	1030P-12A	1	\$150.00	1	1	\$450.00	-	-
		08/23-08/23			2		1	2		-	-
14	Su	08/17-08/24	30	1035P-1135P	1	\$30.00	2	2	\$60.00	-	-
15	Th-F	08/14-08/15	30	5A-6A	2	\$125.00	1	2	\$250.00	-	-
16	Th-F	08/14-08/15	30	7A-9A	2	\$300.00	1	2	\$600.00	-	-
17	Th-F	08/14-08/15	30	6P-630P	2	\$185.00	1	2	\$370.00	-	-
18	Th-F	08/14-08/15	30	1135P-1235A	2	\$5.00	1	2	\$10.00	-	-

REPORT TOTALS

Report Totals: 41 / \$6,205.00

SALES MONTHLY TOTALS

Aug2014: 43 / \$6,205.00

Order Totals: 43 / \$6,205.00 Total GRPs: 0.0

COMPETITIVE

Market Totals	ABFG .00%	CATV .00%	EDAY .00%	KVLV 100.00%	KVRR .00%
	KXJB .00%	MVLV .00%	WDAY .00%		

COMPETITIVE COMMENTS

COMPETITIVE FOR BOOKING PURPOSES ONLY..CORRECT SHARES TO FOLLOW

Books [null]
Demos RA35+P

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--- CREDIT RISK ---
INSUFFICIENT INFO FOR CREDIT ASSESSMENT



KATV
P.O. Box 1878
Fargo, ND 58107

Periscope Marketing
921 Washington Avenue South
Minneapolis, MN 55415

Contract # 49052

Schedule Dates: 08/14/14-08/24/14
Advertiser: McRadden For US Senate (6392)
Agency: Periscope Marketing (1164)
Product: Pol-US Senate (1046)
Brand: MMM/MMM/MM2014 (17123)
Salesperson: Petry, Detroit (1019)
Sales Office: Petry, Detroit
Buyer Name: /
Phone/Fax: /
CPE: MMM/MMM/MM2014
Account Types: National/Political Agency
Billing Type: Standard
Comments:

Date Entered: 08/13/14
Last Modified: 08/13/14
Entered By: Peter Ringrud
CO-OP: No
Headline #: 6996163
Demo: A35+
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$930.75
Net Total: \$5,274.25
Sales Tax:

Fargo (KATV)		
By Broadcast Month	Spots	Rate
Aug. 2014	43	\$6,205.00
Grand Total:	43	\$6,205.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/18/14-08/22/14	3	:30	5A- Valley Today at 5am	4	X	X	X	X	X			4	\$125.00	\$500.00	Fargo (KATV)	VALLEY TODAY 5A	8/13/14
2.0	Normal Line / SPOT (2)	08/18/14-08/22/14	3	:30	7A- Today Show	3	X	X	X	X	X			3	\$300.00	\$900.00	Fargo (KATV)	TODAY SHOW	8/13/14
3.0	Normal Line / SPOT (3)	08/24/14-08/24/14	4	:30	6:58-30A- Sunday Today Show	1							X	1	\$150.00	\$150.00	Fargo (KATV)	SUN TODAY SHOW	8/13/14
4.0	Normal Line / SPOT (4)	08/18/14-08/22/14	4	:30	9A- ND Today	3	X	X	X	X	X			3	\$25.00	\$75.00	Fargo (KATV)	ND TODAY	8/13/14
5.0	Normal Line / SPOT (5)	08/18/14-08/22/14	4	:30	4:58-40P- Valley News Live @ 5	3	X	X	X	X	X			3	\$160.00	\$480.00	Fargo (KATV)	5P NEWS	8/13/14
6.0	Normal Line / SPOT (6)	08/18/14-08/22/14	4	:30	6P- Valley News Live @ 6	4	X	X	X	X	X			4	\$185.00	\$740.00	Fargo (KATV)	6P NEWS	8/13/14
7.0	Normal Line / SPOT (7)	08/16/14-08/16/14	4	:30	6P- Valley News Live @ 6p Sat	1						X		1	\$100.00	\$100.00	Fargo (KATV)	SAT 6P NEWS	8/13/14
8.0	Normal Line / SPOT (7)	08/23/14-08/23/14	4	:30	6P- Valley News Live @ 6p Sat	1						X		1	\$100.00	\$100.00	Fargo (KATV)	SAT 6P NEWS	8/13/14
9.0	Normal Line / SPOT (8)	08/18/14-08/22/14	4	:30	6:30P- Wheel Of Fortune	2	X		X	X	X			2	\$350.00	\$700.00	Fargo (KATV)	WHEEL OF FORTUNE	8/13/14
10.0	Normal Line / SPOT (9)	08/16/14-08/16/14	4	:30	6:30P- Wheel Of Fortune-Saturday	1						X		1	\$100.00	\$100.00	Fargo (KATV)	SAT WHEEL	8/13/14
11.0	Normal Line / SPOT (9)	08/23/14-08/23/14	4	:30	6:30P- Wheel Of Fortune-Saturday	1						X		1	\$100.00	\$100.00	Fargo (KATV)	SAT WHEEL	8/13/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____ Accepted-Station: _____ Date: _____ Comments: _____

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.



KTVL
P.O. Box 1878
Fargo, ND 58107

Periscope Marketing
921 Washington Avenue South
Minneapolis, MN 55415

Contract # 49052

Schedule Dates 08/14/14-08/24/14
Advertiser McFadden For US Senate (6392)
Agency Periscope Marketing (1164)
Product Pol-US Senate (1046)
Brand MMM/MMM/MM2014 (17123)
Salesperson Petry, Detroit (1019)
Sales Office Petry Detroit
Buyer Name /
Phone/Fax /
CPE MMM/MMM/MM2014
Account Types National/Political Agency
Billing Type Standard
Comments

Date Entered 08/13/14
Last Modified 08/13/14
Entered By Peter Ringrud
CO-OP No
Headline # 6996163
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$930.75
Net Total \$5,274.25
Sales Tax

Fargo (KTVL)
By Broadcast Month
Aug. 2014
Spots 43
Rate \$6,205.00
Grand Total: 43 \$6,205.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (10)	08/23/14-08/23/14	3	:30	7P- NBC Sports:P&G Championships	1						X		1	\$250.00	\$250.00	Fargo (KTVL)	P&G CHAMPIONSHIP	8/13/14
13.0	Normal Line / SPOT (11)	08/23/14-08/23/14	3	:30	8P- NBC Sports:P&G Championships	1						X		1	\$250.00	\$250.00	Fargo (KTVL)	P&G CHAMPIONSHIP	8/13/14
14.0	Normal Line / SPOT (12)	08/18/14-08/22/14	4	:30	11:36:30P- Late Night with Seth Meyers	4	X	X	X	X	X			4	\$5.00	\$20.00	Fargo (KTVL)	LATE NIGHT WITH SETH MEYERS	8/13/14
15.0	Normal Line / SPOT (13)	08/16/14-08/16/14	4	:30	10:30P- Saturday Night Live	1						X		1	\$150.00	\$150.00	Fargo (KTVL)	SNL	8/13/14
16.0	Normal Line / SPOT (13)	08/23/14-08/23/14	4	:30	10:30P- Saturday Night Live	2						X		2	\$150.00	\$300.00	Fargo (KTVL)	SNL	8/13/14
17.0	Normal Line / SPOT (14)	08/17/14-08/17/14	4	:30	10:35P- Burn Notice (Primary)	1						X		1	\$30.00	\$30.00	Fargo (KTVL)	BURN NOTICE	8/13/14
18.0	Normal Line / SPOT (14)	08/24/14-08/24/14	4	:30	10:35P- Burn Notice (Primary)	1						X		1	\$30.00	\$30.00	Fargo (KTVL)	BURN NOTICE	8/13/14
19.0	Normal Line / SPOT (15)	08/14/14-08/15/14	3	:30	5A- Valley Today at Sam	2						1	1	2	\$125.00	\$250.00	Fargo (KTVL)	VALLEY TODAY 5A	8/13/14
20.0	Normal Line / SPOT (16)	08/14/14-08/15/14	3	:30	7A- Today Show	2						1	1	2	\$300.00	\$600.00	Fargo (KTVL)	TODAY SHOW	8/13/14
21.0	Normal Line / SPOT (17)	08/14/14-08/15/14	4	:30	6P- Valley News Live @ 6	2						1	1	2	\$185.00	\$370.00	Fargo (KTVL)	6P NEWS	8/13/14
22.0	Normal Line / SPOT (18)	08/14/14-08/15/14	4	:30	11:36:30P- Late Night with Seth Meyers	2						1	1	2	\$5.00	\$10.00	Fargo (KTVL)	LATE NIGHT WITH SETH MEYERS	8/13/14

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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