

New Order

Agency: Lawrence & Schiller
Office: Sioux Falls
Client: 71 - Dusty Johnson for Congress
Product: 146 - Political

Station: KELO-TV
Order Type: Normal
Cancel Date:

Flight Start: 05/07/2018
Flight End: 05/13/2018
Hiatus:

Piggyback Product:

Estimate: 4365 - JHNSDU18 Dusty for Congress TV 5..7 Est.4365

Received in ePort: 5/4/2018 11:53:27 AM

Airtime Dollars: \$13,680.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$13,680.00
Total Spots: 38

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Terms of Sale:

- Confirming this order also confirms that the Terms and Conditions set forth by Lawrence & Schiller have been accepted. To review please visit www.l-s.com/terms-and-conditions
- Lawrence and Schiller estimate number must be included on all invoices.
- Original invoice and one copy must be received by the 5th of the billing month.
- Electronic invoicing is preferred, SPOTDATA IDB# 1030.
- Spots must be rotated equally throughout the daily/weekly/monthly time periods ordered.
- All television buys will be posted and held to 90% delivery - review projected ratings on this order. Under- delivery schedules must be made good within the original campaign if possible, or calendar year (based on buyer approval).
- All make-goods must have prior approval.
- The Terms and Conditions provided by Lawrence and Schiller will take precedence over all other legal orders provided by vendor.
- Adjustments to the schedule must be pre-approved. Any changes made without written approval will be credited.
- No adjacency spots accepted unless prior approval has been given.
- Late runs due to live events will be accepted up to 45 minutes after original time slot.
- Agency has the right to cancel this contract prior to creative deadline of the next regularly scheduled display period including Saturdays, Sundays and holidays.

Local/National: Local
Rep Office: KELO-TV
AE: Mari Ossenfort
Phone:
OrderID: 7323652

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/7	Total Spots				
								Rtg	CPP	Imp	CPM
1	MTuWThF 5:58 AM-6:59 AM KELOLAND This Morning 6:0<	EM	\$250.00	C	30	5	5				
2	MTuWThF 7:00 AM-7:59 AM CBS This Morning	EM	\$350.00	C	30	5	5				
3	MTuWThF 11:59 AM-12:29 PM VARIOUS	DT	\$200.00	C	30	4	4				
4	MTuWThF 3:58 PM-4:57 PM Dr. Phil<	EF	\$60.00	C	30	3	3				

New Order (Page 2)

Agency: Lawrence & Schiller
Client: 71 - Dusty Johnson for Congress

Station: KELO-TV
Product: 146 - Political

Order ID: 7323652
Estimate: 4365 - JHNSDU18 Dusty for Congress TV 5..7 Est.4365

Flight Start: 05/07/2018

Flight End: 05/13/2018

Received in ePort: 5/4/2018 11:53:27 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/7	Total Spots	Total			
								Rtg	CPP	Imp	CPM
5	MTuWThF 6:00 PM-6:29 PM KELOLAND News at Six<	EN	\$600.00	C	30	5	5				
6	MTuWThF 6:30 PM-6:57 PM AVG. ALL WKS<	PA	\$200.00	C	30	3	3				
7	Tu 6:59 PM-7:59 PM NCIS<	PT	\$550.00	C	30	1	1				
8	F 9:00 PM-9:59 PM BLUE BLOODS	PT	\$450.00	C	30	1	1				
9	Su 6:00 PM-6:59 PM 60 MINUTES	PT	\$525.00	C	30	1	1				
10	MTuWThF 10:00 PM-10:34 PM VARIOUS	LN	\$700.00	C	30	4	4				
11	Su 10:00 PM-10:29 PM AVG. ALL WKS	LN	\$525.00	C	30	1	1				
12	MTuWThF 10:35 PM-11:00 PM The Late Show with Stephe<	LF	\$250.00	C	30	5	5				
Total Spots:						38					
Cash\$ - Spots: \$13,680.00 - 38 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$13,680.00 Total GRP - CPP: 0.00 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											