

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:

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

Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00

Phone:
OrderID: 7323652

MarketShare:

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.

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/7	Total			
							Spots	Rtg	CPP	Imp
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	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											