



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26147861	<b>Changes as of:</b> 9/12/2018 at 3:29 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 440/541/6472	<b>Flight:</b> 9/18/18 - 9/24/18	<b>Station:</b> KELO
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> South Dakotans Against Higher Taxes	<b>Market:</b> Sioux Falls
	<b>Product:</b> TSDAT	<b>Office:</b> WASHINGTON
	<b>Agency Order #:</b> 7734372	<b>Service:</b> Nielsen
	<b>Buyer:</b> Jankalski, Abbey	<b>Primary Demo:</b> Adults 18+
	<b>Salesperson:</b> SAMUEL LITTLE 202-955-5342	<b>Assistant:</b> SAMUEL LITTLE 202-955-5342
<b>Separation:</b>		<b>Con Type:</b> POLITICAL/VOTE <b>Total \$:</b> \$39,080.00 <b>Total Spots:</b> 40 <b>Total CPP:</b> \$86.75 <b>Total GRP:</b> 450.5 <b>Traffic #:</b> 1676872

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/18 - 9/24							Total Spots	Total \$	CPP*	GRP*
							9/18	9/19	9/20	9/21	9/22	9/23	9/24				
1	Tu-F,M 4:30a-5a		KELO NEWS 430A	\$95.00	3.1	30	1	1	1	1	0	0	1	5	\$475.00	\$30.65	15.5
Target 332 Index: 114. Nielsen: 0.5																	
2	Tu-F,M 8a-9a		CBS THIS MORNING (8-9A)	\$500.00	14.3	30	1	1	1	1	0	0	1	5	\$2,500.00	\$34.97	71.5
Target 332 Index: 125. Nielsen: 4.7																	
3	Su 9:30a-10a		FACE NATN-CBS	\$450.00	10.2	30	0	0	0	0	0	1	0	1	\$450.00	\$44.12	10.2
Target 332 Index: 128. Nielsen: 3.8																	
4	Tu-F,M 12n-12:30p		MIDDAY IN KELOLAND	\$750.00	11.8	30	1	1	0	1	0	0	1	4	\$3,000.00	\$63.56	47.2
Target 332 Index: 131. Nielsen: 7.3																	
5	Tu-F,M 4p-5p		DR. PHIL	\$300.00	5.2	30	1	0	1	1	0	0	0	3	\$900.00	\$57.69	15.6
Target 332 Index: 117. Nielsen: 1.5																	
6	Tu-F,M 5p-5:30p		KELOLAND NEWS AT FIVE	\$1,200.00	14.1	30	1	0	1	0	0	0	1	3	\$3,600.00	\$85.11	42.3
Target 332 Index: 122. Nielsen: 7.3																	
7	Tu-F,M 6p-6:30p		KELO-NWS AT 6	\$1,900.00	19.9	30	1	1	1	1	0	0	0	4	\$7,600.00	\$95.48	79.6
Target 332 Index: 124. Nielsen: 8.5																	
8	M 7p-8p		BIG BANG	\$1,800.00	13.7	30	0	0	0	0	0	0	1	1	\$1,800.00	\$131.39	13.7
Target 332 Index: 121. Nielsen: 2.6																	
9	M 9p-10p		BULL	\$1,725.00	11.2	30	0	0	0	0	0	0	1	1	\$1,725.00	\$154.02	11.2
Target 332 Index: 122. Nielsen: 3.2																	
10	Tu 7p-8p		NCIS-CBS	\$1,800.00	12.0	30	1	0	0	0	0	0	0	1	\$1,800.00	\$150.00	12.0
Target 332 Index: 123. Nielsen: 5.8																	
11	Tu 9p-10p		NCIS NOLA	\$1,800.00	13.3	30	1	0	0	0	0	0	0	1	\$1,800.00	\$135.34	13.3
Target 332 Index: 122. Nielsen: 2.7																	
12	Sa 9p-10p		48 HOURS-CBS	\$975.00	7.9	30	0	0	0	0	1	0	0	1	\$975.00	\$123.42	7.9
Target 332 Index: 120. Nielsen: 1.4																	
13	Su 6p-7p		60 MINUTES-CBS	\$2,000.00	12.7	30	0	0	0	0	0	1	0	1	\$2,000.00	\$157.48	12.7
Target 332 Index: 120. Nielsen: 6.5																	



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26147861	<b>Changes as of:</b> 9/12/2018 at 3:29 PM	<b>Version:</b> Current State Version 1	
<b>CPE:</b> 440/541/6472	<b>Flight:</b> 9/18/18 - 9/24/18	<b>Station:</b> KELO	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> South Dakotans Against Higher Taxes	<b>Market:</b> Sioux Falls	<b>Total \$:</b> \$39,080.00
	<b>Product:</b> TSDAT	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 40
	<b>Agency Order #:</b> 7734372	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$86.75
	<b>Buyer:</b> Jankalski, Abbey	<b>Primary Demo:</b> Adults 18+	<b>Total GRP:</b> 450.5
	<b>Salesperson:</b> SAMUEL LITTLE 202-955-5342	<b>Assistant:</b> SAMUEL LITTLE 202-955-5342	<b>Traffic #:</b> 1676872
<b>Separation:</b>			

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/18 - 9/24							Total Spots	Total \$	CPP*	GRP*
							9/18	9/19	9/20	9/21	9/22	9/23	9/24				
14	Tu-F,M 10p-10:35p		KELO-NWS AT 10<	\$2,500. 00	21.1	30	0	1	1	1	0	0	0	3	\$7,500.00	\$118.48	63.3
Target 332 Index: 128. Nielsen: 8.1999999999999993																	
15	Tu-F,M 11:35p-12:35a		LT-CORDEN-CBS<	\$120.00	4.9	30	1	1	1	0	0	0	1	4	\$480.00	\$24.49	19.6
Target 332 Index: 125. Nielsen: 0.4																	
16	Sa 8p-9p		CRIMETIME	\$825.00	5.4	30	0	0	0	0	1	0	0	1	\$825.00	\$152.78	5.4
Target 332 Index: 117. Nielsen: 1.9																	
17	Th 9p-10p		S.W.A.T.-CBS	\$1,650. 00	9.5	30	0	0	1	0	0	0	0	1	\$1,650.00	\$173.68	9.5
Target 332 Index: 115. Nielsen: 2.9																	
<b>TOTALS:</b>							<b>9</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>40</b>	<b>\$39,080.00</b>	<b>\$86.75</b>	<b>450.5</b>