

Revision, Version 2 (Page 3)

Agency: AxMedia
Client: 667 - Fedorchak for ND

Station: WDAY-TV
Product: 838 - 2024 Primary Election

Order ID: 13459128
Estimate: 7056 - Fedorchak for ND TV 6.3 - 6.11

Flight Start: 06/03/2024

Flight End: 06/16/2024

Received in ePort: 6/4/2024 9:42:59 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len												Total Spots							
						6/3	6/4	6/5	6/6	6/7	6/8	6/9	6/10	6/11	6/12	6/13		6/14	6/15	6/16	Rtg	CPP	Imp	CPM
18	F 8P-9P 20/20	PT	\$700.00	C	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1				
5.3																								
19	Sa 7A-8:30A WDAY First Nws Sat	EM	\$170.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
11.1																								
20	Sa 6P-6:30P Early News	EN	\$400.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
14.3																								
21	Sa 10P-10:35P Late News	LN	\$700.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
10.2																								
22	Sa 11:05P-12:05A Ent Tonight Weekend	LF	\$80.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
CS-May/2023 - FARGO-VALLEY CITY - ACTUAL CS-May/2023 Sat 11:05p-12:05a TIME PERIOD ON WDAY+																								
23	Su 7A-8A WDAY First Nws Sun	EM	\$170.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
10.2																								
24	Su 5:30P-6P Sun 5:30 News	EN	\$400.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
15																								
25	Su 6P-7P Amer's Funst Hm Vids	PT	\$700.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
10.5																								
26	Su 7P-10P NBA Finals Game 2	SP	\$1,000.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
CS-May/2023 - FARGO-VALLEY CITY - ESTIMATE IS BASED ON PAV of NBA FINALS on WDAY+ airing 5 times on 6/1/2023, 6/4/2023, 6/7/2023, 6/9/2023 and 6/12/2023																								
27	Su 8P-9P \$100,000 Pyramid	PT	\$600.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
CS-May/2023 - FARGO-VALLEY CITY - ACTUAL CS-May/2023 Sun 8:00p-9:00p TIME PERIOD ON WDAY+ program change																								
28	Su 10P-10:35P 10P News	LN	\$950.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
16.9																								
29	Su 10:35P-11:05P Northland Outdoors	LF	\$200.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
CS-May/2023 - FARGO-VALLEY CITY - ACTUAL CS-May/2023 Sun 10:35p-11:05p TIME PERIOD ON WDAY+																								
30	Th 3:30P-4P Inside Edition	EF	\$150.00	C	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1				

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31	F 6:30P-7P Ent Tonight	PA	\$450.00	C	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1				
32	Tu 7P-8P Celebrity Wheel of Fortune	PT	\$800.00	C	30	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1				
33	Tu 8P-9P Celebrity Jeopardy	PT	\$800.00	C	30	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1				
34	Sa 7P-10P NHL Stanley Cup Finals	SP	\$1,000.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1				
35	W 8P-9P Celebrity Jeopardy	PT	\$700.00	C	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1				
36	M 8P-9P Celebrity Jeopardy	PT	\$700.00	C	30	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1				
37	Su 6P-7P Celebrity Family Feud	PT	\$700.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
38	MTuWThF 6A-7A First News 2nd hour	EM	\$450.00	C	30	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2				
New																									
39	MTuWThF 7A-8A GMA 1st hour	EM	\$400.00	C	30	0	0	1	1	1	0	0	1	1	0	0	0	0	0	0	5				
New																									
40	MTuWThF 11A-12P WDAY/WDAZ Nws @ 11am	DT	\$100.00	C	30	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2				
New																									
41	MTuWThF 4P-5P WDAY/WDAZ News at 4	EF	\$150.00	C	30	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1				
New																									
42	MTuWThF 6:30P-7P Ent Tonight	PA	\$450.00	C	30	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	2				
New																									
43	Th 7P-10P NBA Finals Game 1	SP	\$1,000.00	C	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
New																									
44	Su 7P-10P NBA Finals Game 2	SP	\$1,000.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1				
New																									
45	MTuWThF 8A-9A Good Morning America<	EM	\$170.00	C	30	0	0	1	1	1	0	0	1	1	0	0	0	0	0	0	5				
New																									
46	M 7P-10P STANLEY CUP	SP	\$1,000.00	C	30	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2				

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Total Spots:						12	13	14	16	14	5	7	12	5	0	0	0	0	0					
						Cash\$ - Spots: \$45,970.00 - 98 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$45,970.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00																		