

Electronic Order WOC14649177

Flight: 05/06/24 - 06/30/24

Adv Code: PSDA
Product: PROTECT SD AG FUTURE
Estimate: 1884
Property: KELO
Advertiser: PROTECT SD AG FUTURE
AE:

Agency: LAWRENCE & SCHILLER
Office: KELOLD
Buyer: KLATT, DARA
Billing Type: Cash
Hiatus Dates:
Demographic: Households

Comments: Confirming this order also confirms that the Terms and Conditions set forth by Lawrence & Schiller have been accepted. To review, please visit <https://l-s.com/terms-of-use/>.

- Lawrence and Schiller estimate number must be included on all invoices.

- The Terms and Conditions provided by Lawrence and Schiller will take precedence over all other legal orders provided by vendor.

- If contracted spots, impressions or other criteria under performs expectations set forth in the contract, the agency and advertiser reserve the right to cancel the order, regardless of contract length.

- All creative will receive competitive separation from related industries.

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Order Lines

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
1	05/13/24 - 05/17/24	6:00 AM - 6:59 AM	-TWThF----	:30	\$650.00	2	\$1,300.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/17/24	-TWThF----	1 X 2	2	\$650.00	13.40	27900

Comments: (Program: KELOLAND THIS MORNIN); Comscore Demo IXHH = 27.89; Comscore Demo RXHH =

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
2	05/20/24 - 05/31/24	7:00 AM - 7:59 AM	MTWThF----	:30	\$975.00	5	\$4,875.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$975.00	14.10	29300
	05/27/24 - 05/31/24	MTWThF----	1 X 3	3	\$975.00	14.10	29300

Comments: (Program: CBS MORNINGS A); Comscore Demo IXHH = 29.34; Comscore Demo RXHH = 14.05

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
3	05/20/24 - 06/07/24	10:00 AM - 10:59 AM	MTWThF----	:30	\$450.00	6	\$2,700.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$450.00	7.80	16400
	05/27/24 - 06/02/24	MTWThF----	1 X 2	2	\$450.00	7.80	16400
	06/03/24 - 06/07/24	MTWThF----	1 X 2	2	\$450.00	7.80	16400

Comments: (Program: THE PRICE IS RIGHT); Comscore Demo IXHH = 16.35; Comscore Demo RXHH = 7.83

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AE:

Agency: LAWRENCE & SCHILLER
Office: KELOLD
Buyer: KLATT, DARA
Billing Type: Cash
Hiatus Dates:
Demographic: Households

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Order Lines

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
4	05/20/24 - 06/07/24	12:00 PM - 12:29 PM	MTWThF----	:30	\$375.00	6	\$2,250.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$375.00	9.80	20500
	05/27/24 - 06/02/24	MTWThF----	1 X 2	2	\$375.00	9.80	20500
	06/03/24 - 06/07/24	MTWThF----	1 X 2	2	\$375.00	9.80	20500

Comments: (Program: MIDDAY IN KELOLAND); Comscore Demo IXHH = 20.54; Comscore Demo RXHH = 9.83

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
5	05/20/24 - 06/14/24	2:00 PM - 2:59 PM	MTWThF----	:30	\$125.00	6	\$750.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$125.00	3.10	6500
	05/27/24 - 06/02/24	MTWThF----	1 X 1	1	\$125.00	3.10	6500
	06/03/24 - 06/09/24	MTWThF----	1 X 2	2	\$125.00	3.10	6500
	06/10/24 - 06/14/24	MTWThF----	1 X 1	1	\$125.00	3.10	6500

Comments: (Program: KELOLAND LIVING); Comscore Demo IXHH = 6.50; Comscore Demo RXHH = 3.11

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
6	05/20/24 - 06/14/24	6:00 PM - 6:29 PM	MTWThF----	:30	\$1,125.00	7	\$7,875.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$1,125.00	13.40	27900
	05/27/24 - 06/02/24	MTWThF----	1 X 2	2	\$1,125.00	13.40	27900
	06/03/24 - 06/09/24	MTWThF----	1 X 2	2	\$1,125.00	13.40	27900
	06/10/24 - 06/14/24	MTWThF----	1 X 1	1	\$1,125.00	13.40	27900

Comments: (Program: KELOLAND NEWS AT 6); Comscore Demo IXHH = 27.90; Comscore Demo RXHH = 13.36

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AE:

Agency: LAWRENCE & SCHILLER
Office: KELOLD
Buyer: KLATT, DARA
Billing Type: Cash
Hiatus Dates:
Demographic: Households

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Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
7	05/20/24 - 06/07/24	10:00 PM - 10:34 PM	MTWThF----	:30	\$1,250.00	6	\$7,500.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$1,250.00	12.60	26300
	05/27/24 - 06/02/24	MTWThF----	1 X 2	2	\$1,250.00	12.60	26300
	06/03/24 - 06/07/24	MTWThF----	1 X 2	2	\$1,250.00	12.60	26300
Comments:	(Program: KELOLAND NEWS AT 10); Comscore Demo IXHH = 26.27; Comscore Demo RXHH =						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
8	05/27/24 - 05/27/24	7:00 PM - 8:00 PM	M-----	:30	\$1,275.00	1	\$1,275.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/27/24 - 05/27/24	M-----	1 X 1	1	\$1,275.00	7.70	16100
Comments:	(Program: NEIGHBRHD / BOB-ABIS); Comscore Demo IXHH = 16.12; Comscore Demo RXHH =						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
9	05/20/24 - 05/21/24	7:00 PM - 8:00 PM	-T-----	:30	\$1,350.00	1	\$1,350.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/21/24	-T-----	1 X 1	1	\$1,350.00	9.10	19000
Comments:	(Program: FBI); Comscore Demo IXHH = 19.04; Comscore Demo RXHH = 9.12						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
10	05/27/24 - 05/28/24	7:00 PM - 8:00 PM	-T-----	:30	\$1,350.00	1	\$1,350.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/27/24 - 05/28/24	-T-----	1 X 1	1	\$1,350.00	9.10	19000
Comments:	(Program: FBI (ENCORES)); Comscore Demo IXHH = 19.04; Comscore Demo RXHH = 9.12						

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Hiatus Dates:
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Order Lines

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
11	05/20/24 - 05/21/24	9:00 PM - 10:00 PM	-T-----	:30	\$1,200.00	1	\$1,200.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/21/24	-T-----	1 X 1	1	\$1,200.00	7.70	16100
Comments:	(Program: FBI: MOST WANTED); Comscore Demo IXHH = 16.06; Comscore Demo RXHH = 7.69						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
12	05/27/24 - 05/29/24	7:00 PM - 8:00 PM	--W-----	:30	\$1,200.00	1	\$1,200.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/27/24 - 05/29/24	--W-----	1 X 1	1	\$1,200.00	8.20	17200
Comments:	(Program: PRICE IS RIGHT AT NI); Comscore Demo IXHH = 17.16; Comscore Demo RXHH = 8.22						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
13	05/20/24 - 05/22/24	7:00 PM - 10:00 PM	--W-----	:30	\$1,875.00	1	\$1,875.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/22/24	--W-----	1 X 1	1	\$1,875.00	7.20	15100
Comments:	(Program: SURVIVOR SEASON FINA); Comscore Demo IXHH = 15.12; Comscore Demo RXHH =						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
14	05/20/24 - 05/23/24	7:00 PM - 8:00 PM	---Th----	:30	\$1,500.00	1	\$1,500.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/23/24	---Th----	1 X 1	1	\$1,500.00	7.20	15100
Comments:	(Program: PRICE IS RIGHT AT NI); Comscore Demo IXHH = 15.09; Comscore Demo RXHH = 7.23						

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AE:

Agency: LAWRENCE & SCHILLER
Office: KELOLD
Buyer: KLATT, DARA
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Demographic: Households

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Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
15	05/13/24 - 06/15/24	5:00 AM - 5:59 AM	-----Sa--	:30	\$35.00	5	\$175.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/19/24	-----Sa--	1 X 1	1	\$35.00	2.30	4800
	05/20/24 - 05/26/24	-----Sa--	1 X 1	1	\$35.00	2.30	4800
	05/27/24 - 06/02/24	-----Sa--	1 X 1	1	\$35.00	2.30	4800
	06/03/24 - 06/09/24	-----Sa--	1 X 1	1	\$35.00	2.30	4800
	06/10/24 - 06/15/24	-----Sa--	1 X 1	1	\$35.00	2.30	4800

Comments: (Program: THIS WEEK IN AGRIBUS); Comscore Demo IXHH = 4.79; Comscore Demo RXHH = 2.30

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
16	05/27/24 - 06/01/24	4:30 PM - 6:30 PM	-----Sa--	:30	\$525.00	1	\$525.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/27/24 - 06/01/24	-----Sa--	1 X 1	1	\$525.00	6.60	13900

Comments: (Program: PGA: 6/1 RBC CANADIA); Comscore Demo IXHH = 13.86; Comscore Demo RXHH = 6.64

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
17	05/20/24 - 06/02/24	7:00 AM - 7:59 AM	-----Su	:30	\$325.00	2	\$650.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	-----Su	1 X 1	1	\$325.00	11.70	24400
	05/27/24 - 06/02/24	-----Su	1 X 1	1	\$325.00	11.70	24400

Comments: (Program: KELOLAND THIS MORNIN); Comscore Demo IXHH = 24.42; Comscore Demo RXHH =

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18	05/13/24 - 06/16/24	8:00 AM - 9:29 AM	-----Su	:30	various	3	\$2,250.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/19/24	-----Su	1 X 1	1	\$750.00	12.50	26200
	05/20/24 - 05/26/24	SU	0	0	\$0.00	0.00	0
	05/27/24 - 06/02/24	SU	0	0	\$0.00	0.00	0
	06/03/24 - 06/09/24	-----Su	1 X 1	1	\$750.00	12.50	26200
	06/10/24 - 06/16/24	-----Su	1 X 1	1	\$750.00	12.50	26200

Comments: (Program: CBS SUNDAY MORNING); Comscore Demo IXHH = 26.17; Comscore Demo RXHH =

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
19	05/13/24 - 05/19/24	11:00 AM - 6:00 PM	-----Su	:30	\$675.00	1	\$675.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/19/24	-----Su	1 X 1	1	\$675.00	5.90	12200

Comments: (Program: PGA: 5/19 PGA CHAMP); Comscore Demo IXHH = 12.23; Comscore Demo RXHH = 5.86

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
20	05/13/24 - 05/19/24	6:00 PM - 7:00 PM	-----Su	:30	\$1,350.00	1	\$1,350.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/19/24	-----Su	1 X 1	1	\$1,350.00	9.40	19700

Comments: (Program: 60 MINUTES); Comscore Demo IXHH = 19.65; Comscore Demo RXHH = 9.41

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
21	05/27/24 - 06/02/24	6:00 PM - 7:00 PM	-----Su	:30	\$1,350.00	1	\$1,350.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/27/24 - 06/02/24	-----Su	1 X 1	1	\$1,350.00	9.40	19700

Comments: (Program: 60 MINUTES (ENCORES)); Comscore Demo IXHH = 19.65; Comscore Demo RXHH =

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22	05/20/24 - 05/26/24	8:00 PM - 9:00 PM	-----Su	:30	\$1,050.00	1	\$1,050.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	-----Su	1 X 1	1	\$1,050.00	8.50	17700

Comments: (Program: THE CHALLENGE: USA); Comscore Demo IXHH = 17.73; Comscore Demo RXHH = 8.49

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
23	05/20/24 - 06/14/24	6:00 AM - 6:59 AM	MTWThF----	:30	\$650.00	8	\$5,200.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/20/24 - 05/26/24	MTWThF----	1 X 2	2	\$650.00	13.40	27900
	05/27/24 - 06/02/24	MTWThF----	1 X 3	3	\$650.00	13.40	27900
	06/03/24 - 06/09/24	MTWThF----	1 X 2	2	\$650.00	13.40	27900
	06/10/24 - 06/14/24	MTWThF----	1 X 1	1	\$650.00	13.40	27900

Comments: (Program: KELOLAND THIS MORNIN); Comscore Demo IXHH = 27.89; Comscore Demo RXHH =

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
24	05/13/24 - 05/17/24	6:00 PM - 6:29 PM	-TWThF----	:30	\$1,125.00	2	\$2,250.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/17/24	-TWThF----	1 X 2	2	\$1,125.00	13.40	27900

Comments: (Program: KELOLAND NEWS AT 6); Comscore Demo IXHH = 27.90; Comscore Demo RXHH = 13.36

Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
25	05/13/24 - 05/17/24	12:00 PM - 12:29 PM	-TWThF----	:30	\$375.00	2	\$750.00

Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/17/24	-TWThF----	1 X 2	2	\$375.00	9.80	20500

Comments: (Program: MIDDAY IN KELOLAND); Comscore Demo IXHH = 20.54; Comscore Demo RXHH = 9.83

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26	05/13/24 - 05/17/24	10:00 PM - 10:34 PM	-TWThF----	:30	\$1,250.00	2	\$2,500.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/17/24	-TWThF----	1 X 2	2	\$1,250.00	12.60	26300
Comments:	(Program: KELOLAND NEWS AT 10); Comscore Demo IXHH = 26.27; Comscore Demo RXHH =						
Order Line #	Start Date - End Date	Start/End Time	Days	Length	Rate	Spots	Amount
27	05/13/24 - 05/17/24	2:00 PM - 2:59 PM	-TWThF----	:30	\$125.00	1	\$125.00
Weekly Schedule	Start Date - End Date	Days	Weeks/Spots	Total Spots	Rate	Rating	Impressions
	05/13/24 - 05/17/24	-TWThF----	1 X 1	1	\$125.00	3.10	6500
Comments:	(Program: KELOLAND LIVING); Comscore Demo IXHH = 6.50; Comscore Demo RXHH = 3.11						
Order Total						75	\$55,850.00