

ORDER



Orders
Order / Rev: 4441527
Alt Order #: WOC14626745
Product Desc: THOMASON FOR CITY COUNCIL POLI
Estimate: 1880
Flight Dates: 04/15/24 - 05/05/24
Original Date / Rev: 04/19/24 / 04/19/24
Order Type: REG

Sioux Falls SD KELO

Primary AE: KELO Local House
Sales Office: L-SIO
Sales Region: Loc

Agency Name: Lawrence & Schiller
Buying Contact: Amanda McCord
Billing Contact:
 3932 South Willow Avenue
 Sioux Falls, SD 57105

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: POL/Richard Thomason/Sioux Falls C
Demographic: HH
Product Codes: PL20
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID: IN11952
Unit Code: General
Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/15/24	04/21/24	1	\$150.00	\$127.50
04/22/24	04/28/24	11	\$3,655.00	\$3,106.75
04/29/24	05/05/24	4	\$1,220.00	\$1,037.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	12	\$3,805.00	\$3,234.25	186.60
May 2024	4	\$1,220.00	\$1,037.00	55.90
Totals	16	\$5,025.00	\$4,271.25	242.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KELO Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KELO	04/22/24	04/26/24	KELOland This Morning KELOland This Morning 6am (Program: KELOLAND THIS MORNIN); Comscore Demo IXHH = 27.50; Comscore Demo RXHH = 13.20	CM	M-F 6a-7a	MTWTF--	:30	3	\$260.00	P4	13.20	NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		3				\$260.00		13.20			
N 2	KELO	04/22/24	04/26/24	5pm News 5pm News (Program: KELOLAND NEWS AT FIV); Comscore Demo IXHH = 26.80; Comscore Demo RXHH = 12.80	CM	M-F 5p-530p	MTWTF--	:30	1	\$250.00	P4	12.80	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$250.00		12.80			
N 3	KELO	04/22/24	04/26/24	6pm News 6pm News (Program: KELOLAND NEWS AT SIX); Comscore Demo IXHH = 34.80; Comscore Demo RXHH = 16.70	CM	M-F 6p-630p	MTWTF--	:30	1	\$450.00	P4	16.70	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$450.00		16.70			
N 4	KELO	04/22/24	04/26/24	LN M-F KELO 10p News M-F (Program: KELOLAN/THE LAT); Comscore Demo IXHH = 29.10; Comscore Demo RXHH = 13.90	CM	M-F 10p-1035p	MTWTF--	:30	2	\$500.00	P4	13.90	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$500.00		13.90			
N 5	KELO	04/29/24	04/30/24		CM	M-F 6a-7a	MT-----	:30	2	\$260.00	P4	13.20	NM	2	\$520.00

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 Sioux Falls SD KELO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
KELOland This Morning KELOland This Morning 6am (Program: KELOLAND THIS MORNIN); Comscore Demo IXHH = 27.50; Comscore Demo RXHH = 13.20 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 MT----- 2 \$260.00 13.20															
N 6	KELO	04/29/24	04/29/24	5pm News 5pm News	CM	M-F 5p-530p	M-----	:30	1	\$250.00	P4	12.80	NM	1	\$250.00
(Program: KELOLAND NEWS AT FIV); Comscore Demo IXHH = 26.80; Comscore Demo RXHH = 12.80 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 M----- 1 \$250.00 12.80															
N 7	KELO	04/29/24	04/29/24	6pm News 6pm News	CM	M-F 6p-630p	M-----	:30	1	\$450.00	P4	16.70	NM	1	\$450.00
(Program: KELOLAND NEWS AT SIX); Comscore Demo IXHH = 34.80; Comscore Demo RXHH = 16.70 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 M----- 1 \$450.00 16.70															
N 8	KELO	04/22/24	04/27/24	LN Sa Sat KELOland News @ 10p	CM	Sa 10p-1030p	-----S-	:30	1	\$300.00	P4	15.80	NM	1	\$300.00
(Program: KELOLAND NEWS AT TEN); Comscore Demo IXHH = 33.10; Comscore Demo RXHH = 15.80 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$300.00 15.80															
N 9	KELO	04/22/24	04/28/24	CBS Sunday Morning CBS Sunday Morning	CM	Su 8a-930a	-----S	:30	1	\$250.00	P4	13.50	NM	1	\$250.00
(Program: CBS NEWS SUNDAY MORN); Comscore Demo IXHH = 28.20; Comscore Demo RXHH = 13.50 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S 1 \$250.00 13.50															
N 10	KELO	04/15/24	04/28/24	Sun KELOland 530pm N&M Sun KELOland 530pm News	CM	Su 530p-6p	-----S	:30	1	\$150.00	P4	19.20	NM	2	\$300.00
(Program: VARIOUS); Comscore Demo IXHH = 40.20; Comscore Demo RXHH = 19.20 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/15/24 04/21/24 -----S 1 \$150.00 19.20 Week: 04/22/24 04/28/24 -----S 1 \$150.00 19.20															
N 11	KELO	04/22/24	04/28/24	LN Su Sun KELOland News @ 10p	CM	Su 10p-1030p	-----S	:30	1	\$475.00	P4	22.00	NM	1	\$475.00
(Program: VARIOUS); Comscore Demo IXHH = 45.80; Comscore Demo RXHH = 22.00 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S 1 \$475.00 22.00															
													Totals	16	\$5,025.00