

# ORDER



**Orders**  
**Order / Rev:** 13422387  
**Alt Order #:** WOC14645881  
**Product Desc:** 2024 Primary Election  
**Estimate:** 6936  
**Flight Dates:** 07/29/24 - 08/11/24  
**Original Date / Rev:** 05/09/24 / 05/09/24  
**Order Type:** NORMAL

**KYTV**  
**Primary AE:** Natalie Murphy  
**Sales Office:** SPRN  
**Sales Region:** National

**Agency Name:** Armada Strategies  
**Buying Contact:**  
**Billing Contact:**  
 2637 East Atlantic Boulevard Suite 4387  
 Pompano Beach, FL 33662

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Club for Growth Action (A)  
**Demographic:** A18+  
**Product Codes:** Issue - National - House, Issue - National  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-01

**New Business End:**  
**Advertiser External ID:** 521271  
**Agency External ID:** 163897  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/24	08/06/24	55	\$81,255.00	\$69,066.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	55	\$81,255.00	\$69,066.75	0.00
<b>Totals</b>	<b>55</b>	<b>\$81,255.00</b>	<b>\$69,066.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Natalie Murphy			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	KYTV	07/29/24	08/06/24	Ozarks Today @ 6a Ozarks Today @ 6a	CM	6:00 AM-7:00 AM	11111--	:30	5	\$1,190.00	P-01	0.00	NM	7	\$8,330.00
(Program: OZARKS TODAY) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 6:00a-7:00a TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/29/24	08/04/24	11111--		5				\$1,190.00		0.00			
		Week: 08/05/24	08/11/24	11-----		2				\$1,190.00		0.00			
N 2	KYTV	07/29/24	08/06/24	NBC Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-11-1--	:30	3	\$1,170.00	P-01	0.00	NM	4	\$4,680.00
(Program: TODAY SHOW RESTRICTED) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 7:00a-8:00a TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/29/24	08/04/24	-11-1--		3				\$1,170.00		0.00			
		Week: 08/05/24	08/11/24	-1-----		1				\$1,170.00		0.00			
N 3	KYTV	07/29/24	08/05/24	KY3 News @ Noon KY3 News @ Noon	CM	12:00 PM-1:00 PM	1-1-1--	:30	3	\$1,005.00	P-01	0.00	NM	4	\$4,020.00
(Program: KY3 NEWS @ NOON) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 12:00p-1:00p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/29/24	08/04/24	1-1-1--		3				\$1,005.00		0.00			
		Week: 08/05/24	08/11/24	1-----		1				\$1,005.00		0.00			
N 4	KYTV	07/29/24	08/01/24	NBC Nightly News NBC Nightly News	CM	5:28 PM-6:00 PM	-1-1---	:30	2	\$1,425.00	P-01	0.00	NM	2	\$2,850.00

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 Estimate: 6936  
**KYTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: NBC NIGHTLY NEWS)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 5:28p-6:00p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- 1 - 1 - - -					2	\$1,425.00		0.00			
N 5	KYTV	07/29/24	08/05/24	KY3 News @ 6p M-F	CM	6:00 PM-6:30 PM	11111 - -	:30	5	\$1,600.00	P-01	0.00	NM	6	\$9,600.00
KY3 News @ 6p M-F															
(Program: KY3 NEWS @ 6PM -M-F)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	11111 - -					5	\$1,600.00		0.00			
Week:		08/05/24	08/11/24	1 - - - - -					1	\$1,600.00		0.00			
N 6	KYTV	07/29/24	08/05/24	Wheel of Fortune M-F	CM	6:30 PM-7:00 PM	11 - 11 - -	:30	4	\$1,475.00	P-01	0.00	NM	5	\$7,375.00
Wheel of Fortune M-F															
(Program: WHEEL OF FORTUNE)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	11 - 11 - -					4	\$1,475.00		0.00			
Week:		08/05/24	08/11/24	1 - - - - -					1	\$1,475.00		0.00			
N 7	KYTV	07/29/24	08/05/24	KY3 News @ 10p M-F	CM	10:00 PM-10:35 PM	11111 - -	:30	5	\$1,400.00	P-01	0.00	NM	6	\$8,400.00
KY3 News @ 10p M-F															
(Program: KY3 NEWS @ 10PM M-F)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 10:00p-10:35p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	11111 - -					5	\$1,400.00		0.00			
Week:		08/05/24	08/11/24	1 - - - - -					1	\$1,400.00		0.00			
N 8	KYTV	07/29/24	08/05/24	Olympics Prime Time	CM	7:00 PM-10:30 PM	11111111	:30	7	\$2,525.00	P-01	0.00	NM	9	\$22,725.00
Olympics Prime Time (7:00 PM-10:30 PM)															
(Program: OLYMPICS PRIMETIME SUMMER)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Su 7:00p-10:30p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	1111111					7	\$2,525.00		0.00			
Week:		08/05/24	08/11/24	2 - - - - -					2	\$2,525.00		0.00			
N 9	KYTV	07/29/24	08/03/24	Ozarks Today @ 7a Sat	CM	7:00 AM-8:00 AM	- - - - - 1 -	:30	1	\$1,130.00	P-01	0.00	NM	1	\$1,130.00
Ozarks Today @ 7a Sat (7:00 AM-8:00 AM)															
(Program: SAT OZARKS TODAY)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sat 7:00a-8:00a TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- - - - - 1 -					1	\$1,130.00		0.00			
N 10	KYTV	07/29/24	08/03/24	KY3 News @ 6p Sat	CM	6:00 PM-6:30 PM	- - - - - 1 -	:30	1	\$1,225.00	P-01	0.00	NM	1	\$1,225.00
KY3 News @ 6p Sat															
(Program: KY3 NEWS @ 6PM - SAT)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sat 6:00p-6:30p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- - - - - 1 -					1	\$1,225.00		0.00			
N 11	KYTV	07/29/24	08/03/24	KY3 News @ 10p Sat	CM	10:00 PM-10:35 PM	- - - - - 1 -	:30	1	\$1,215.00	P-01	0.00	NM	1	\$1,215.00
KY3 News @ 10p Sat (10:00 PM-10:35 PM)															
(Program: KY3 NEWS @ 10PM - SAT)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sat 10:00p-10:35p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- - - - - 1 -					1	\$1,215.00		0.00			
N 12	KYTV	07/29/24	08/04/24	Olympics Weekend	CM	5:00 AM-11:00 AM	- - - - - 2 1	:30	3	\$1,005.00	P-01	0.00	NM	3	\$3,015.00
Olympics Weekend (5:00 AM-11:00 AM)															
(Program: OLYMPICS MORNING WKND SUMMER)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sa-Su 5:00a-11:00a TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- - - - - 2 1					3	\$1,005.00		0.00			
N 13	KYTV	07/29/24	08/04/24	Olympics Weekend	CM	11:00 AM-5:00 PM	- - - - - 1 2	:30	3	\$1,125.00	P-01	0.00	NM	3	\$3,375.00
Olympics Weekend (11:00 AM-5:00 PM)															
(Program: OLYMPICS DAYTIME WKND SUMMER)															
CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sa-Su 11:00a-5:00p TIME PERIOD ON KYTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/24	08/04/24	- - - - - 1 2					3	\$1,125.00		0.00			
N 14	KYTV	07/29/24	08/04/24		CM	7:00 AM-8:00 AM	- - - - - 1	:30	1	\$1,065.00	P-01	0.00	NM	1	\$1,065.00

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Advertiser: Club for Growth Action (A)  
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 Estimate: 6936  
**KYTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Ozarks Today @ 7a Sun											
				Ozarks Today @ 7a Sun		(7:00 AM-8:00 AM)									
				(Program: SUN OZARKS TODAY)											
				CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sun 7:00a-8:00a TIME PERIOD ON KYTV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/29/24	08/04/24	-----1		1		\$1,065.00		0.00					
N 15	KYTV	07/29/24	08/04/24	NBC Meet The Press	CM	9:00 AM-10:00 AM	-----1	:30	1	\$975.00	P-01	0.00	NM	1	\$975.00
				Meet The Press											
				(Program: MEET THE PRESS)											
				CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sun 9:00a-10:00a TIME PERIOD ON KYTV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/29/24	08/04/24	-----1		1		\$975.00		0.00					
N 16	KYTV	07/29/24	08/04/24	KY3 News @ 10p Sun	CM	10:00 PM-10:35 PM	-----1	:30	1	\$1,275.00	P-01	0.00	NM	1	\$1,275.00
				KY3 News @ 10p Sun											
				(Program: SUN KY3 10PM NEWS)											
				CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sun 10:00p-10:35p TIME PERIOD ON KYTV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/29/24	08/04/24	-----1		1		\$1,275.00		0.00					
													Totals	55	\$81,255.00