

ORDER



Orders
Order / Rev: 13422374
Alt Order #: WOC14645876
Product Desc: 2024 Primary Election
Estimate: 6935
Flight Dates: 07/22/24 - 07/28/24
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
07/01/24	07/28/24	41	\$56,205.00	\$47,774.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2024	41	\$56,205.00	\$47,774.25	0.00
Totals	41	\$56,205.00	\$47,774.25	0.00

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	07/22/24	07/26/24	Ozarks Today @ 6a Ozarks Today @ 6a (Program: OZARKS TODAY) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 6:00a-7:00a TIME PERIOD ON KYTV	CM	6:00 AM-7:00 AM	11111--	:30	5	\$1,190.00	P-01	0.00	NM	5	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/22/24	07/28/24	11111--		5			\$1,190.00			0.00			
N 2	KYTV	07/22/24	07/25/24	NBC Today Show Today Show (Program: TODAY SHOW RESTRICTED) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 7:00a-8:00a TIME PERIOD ON KYTV	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	3	\$3,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/22/24	07/28/24	11-1---		3			\$1,170.00			0.00			
N 3	KYTV	07/22/24	07/26/24	KY3 News @ Noon KY3 News @ Noon (Program: KY3 NEWS @ NOON) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 12:00p-1:00p TIME PERIOD ON KYTV	CM	12:00 PM-1:00 PM	-11-1--	:30	3	\$1,005.00	P-01	0.00	NM	3	\$3,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/22/24	07/28/24	-11-1--		3			\$1,005.00			0.00			
N 4	KYTV	07/22/24	07/25/24	NBC Nightly News NBC Nightly News (Program: NBC NIGHTLY NEWS) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Mo-Fr 5:28p-6:00p TIME PERIOD ON KYTV	CM	5:28 PM-6:00 PM	1--1---	:30	2	\$1,425.00	P-01	0.00	NM	2	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KYTV	07/22/24	07/26/24	KY3 News @ 6p M-F	CM	6:00 PM-6:30 PM	11111--	:30	5	\$1,600.00	P-01	0.00	NM	5	\$8,000.00
(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:		07/22/24	07/28/24	1--1---			2			\$1,425.00		0.00			
N 6	KYTV	07/22/24	07/26/24	Wheel of Fortune M-F	CM	6:30 PM-7:00 PM	11111--	:30	5	\$1,475.00	P-01	0.00	NM	5	\$7,375.00
(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:		07/22/24	07/28/24	11111--			5			\$1,600.00		0.00			
N 7	KYTV	07/22/24	07/26/24	KY3 News @ 10p M-F	CM	10:00 PM-10:35 PM	11111--	:30	5	\$1,400.00	P-01	0.00	NM	5	\$7,000.00
(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:		07/22/24	07/28/24	11111--			5			\$1,400.00		0.00			
N 8	KYTV	07/22/24	07/28/24	Olympics Prime Time	CM	7:00 PM-10:30 PM	-----11	:30	2	\$2,525.00	P-01	0.00	NM	2	\$5,050.00
(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:		07/22/24	07/28/24	-----11			2			\$2,525.00		0.00			
N 9	KYTV	07/22/24	07/26/24	Olympics Opening Prime	CM	6:30 PM-10:30 PM	----1--	:30	1	\$2,375.00	P-01	0.00	NM	1	\$2,375.00
(Program: OLYMPICS OPENING CEREMONY PRIM) CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Fri 6:30p-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:		07/22/24	07/28/24	----1--			1			\$2,375.00		0.00			
N 10	KYTV	07/22/24	07/27/24	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
(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:		07/22/24	07/28/24	-----1-			1			\$1,130.00		0.00			
N 11	KYTV	07/22/24	07/27/24	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
(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:		07/22/24	07/28/24	-----1-			1			\$1,225.00		0.00			
N 12	KYTV	07/22/24	07/27/24	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
(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:		07/22/24	07/28/24	-----1-			1			\$1,215.00		0.00			
N 13	KYTV	07/22/24	07/28/24	Olympics Weekend	CM	5:00 AM-11:00 AM	-----11	:30	2	\$1,005.00	P-01	0.00	NM	2	\$2,010.00
(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:		07/22/24	07/28/24	-----11			2			\$1,005.00		0.00			
N 14	KYTV	07/22/24	07/28/24	Olympics Weekend	CM	11:00 AM-5:00 PM	-----11	:30	2	\$1,125.00	P-01	0.00	NM	2	\$2,250.00
(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:		07/22/24	07/28/24	-----11			2			\$1,125.00		0.00			
N 15	KYTV	07/22/24	07/28/24		CM	8:00 AM-9:00 AM	-----1	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00

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				NBC Su Today											
				Su Today		(8:00 AM-9:00 AM)									
				(Program: SUNDAY TODAY)											
				CS-Jul/2023 - SPRINGFIELD, MO - ACTUAL CS-Jul/2023 Sun 8:00a-9:00a 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:		07/22/24	07/28/24	-----1		1		\$1,000.00		0.00					
N 16	KYTV	07/22/24	07/28/24	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:		07/22/24	07/28/24	-----1		1		\$975.00		0.00					
N 17	KYTV	07/22/24	07/28/24	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:		07/22/24	07/28/24	-----1		1		\$1,275.00		0.00					
													Totals	41	\$56,205.00