

# WOC10982041 [00.00]

Order Printout



Order Status: New **241178** Start/End Dates: 08/20/18 - 11/11/18 C/P/E: 30 / 55 / 444  
 Traffic #: Buyer Order #: 7423471 Agency: Odney Advertising Product Desc.: CRAMER FOR US SENATE 7  
 AE: Unassigned (Carolyn Stokka) Advertiser: KEVIN CRAMER FOR US SENATE Estimate Desc.: CRAM - 2018 Aug20 revised General Election  
 Property: KVLV TV Buyer: Total Cost: \$123,915.00 (Cash)  
 Sales Region: Local Primary Demo: Adults 35-64 (RTG) Received Date: 6/08/18 7:51 AM

Comments:

Separation: 30 This order replaces est 423 - Do not double book The only change is the estimate number. Thanks! Julie

List Items						Spots														Totals		Adults 35-64		Adults 35+			
Line	Program	ST	Len	Time	Days	Rate	Aug 20	Aug 27	Sep 3	Sep 10	Sep 17	Sep 24	Sep 5	Oct 1	Oct 8	Oct 15	Oct 22	Oct 29	Nov 5	Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP
1	VALLEY TDY@5AM	NM	:30	5:00 AM-6:00 AM	MTWTF--	50.00	5	5	0	5	5	5	5	5	5	5	5	5	0	50	2,500.00	2.00	100.00	25.00	2.00	100.00	25.00
(Program: VALLEY TDY@5AM)																											
2	VALLEY TDY@5AM	NM	:30	5:00 AM-6:00 AM	-TWTF--	50.00	0	0	4	0	0	0	0	0	0	0	0	0	0	4	200.00	2.00	8.00	25.00	1.99	7.96	25.13
(Program: VALLEY TDY@5AM)																											
3	VALLEY TDY@5AM	NM	:30	5:00 AM-6:00 AM	MT----	50.00	0	0	0	0	0	0	0	0	0	0	0	0	2	2	100.00	2.00	4.00	25.00	2.10	4.20	23.81
(Program: VALLEY TDY@5AM)																											
4	VALLEY TDY@6AM	NM	:30	6:00 AM-7:00 AM	MTWTF--	250.00	0	0	0	0	0	0	0	0	0	5	5	5	0	15	3,750.00	4.90	73.50	51.02	4.65	69.75	53.76
(Program: VALLEY TDY@6AM)																											
5	VALLEY TDY@6AM	NM	:30	6:00 AM-7:00 AM	MT----	250.00	0	0	0	0	0	0	0	0	0	0	0	0	2	2	500.00	4.80	9.60	52.08	4.80	9.60	52.08
(Program: VALLEY TDY@6AM)																											
6	VALLEY TDY@6AM	NM	:30	6:00 AM-7:00 AM	MTWTF--	130.00	5	5	0	5	5	5	5	5	5	0	0	0	0	35	4,550.00	4.90	171.50	26.53	4.65	162.75	27.96
(Program: VALLEY TDY@6AM)																											
7	VALLEY TDY@6AM	NM	:30	6:00 AM-7:00 AM	-TWTF--	130.00	0	0	4	0	0	0	0	0	0	0	0	0	0	4	520.00	5.04	20.16	25.79	4.82	19.28	26.97
(Program: VALLEY TDY@6AM)																											
8	TODAY SHW	NM	:30	7:00 AM-9:00 AM	MTWTF--	180.00	0	0	0	0	0	0	0	0	0	5	5	5	0	15	2,700.00	3.00	45.00	60.00	3.31	49.65	54.38
(Program: TODAY SHW)																											
9	TODAY SHW	NM	:30	7:00 AM-9:00 AM	MT----	180.00	0	0	0	0	0	0	0	0	0	0	0	0	2	2	360.00	3.00	6.00	60.00	3.32	6.64	54.22
(Program: TODAY SHW)																											
10	TODAY SHW	NM	:30	7:00 AM-9:00 AM	MTWTF--	90.00	5	5	0	5	5	5	5	5	5	0	0	0	0	35	3,150.00	3.00	105.00	30.00	3.31	115.85	27.19
(Program: TODAY SHW)																											
11	TODAY SHW	NM	:30	7:00 AM-9:00 AM	-TWTF--	90.00	0	0	4	0	0	0	0	0	0	0	0	0	0	4	360.00	3.12	12.48	28.85	3.42	13.68	26.32
(Program: TODAY SHW)																											

List Items						Spots														Totals		Adults 35-64						Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 20	Aug 27	Sep 3	Sep 10	Sep 17	Sep 24	Oct 1	Oct 8	Oct 15	Oct 22	Oct 29	Nov 5	Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP				
12	SUN TODAY-NBC<	NM	:30	6:58 AM-8:00 AM	-----S	150.00	0	0	0	0	0	0	0	0	1	1	1	0	3	450.00	2.00	6.00	75.00	2.65	7.95	56.60				
(Program: SUN TODAY-NBC>4)																														
13	SUN TODAY-NBC<	NM	:30	6:58 AM-8:00 AM	-----S	25.00	1	0	1	1	0	0	0	0	0	0	0	0	3	75.00	2.00	6.00	12.50	2.65	7.95	9.43				
(Program: SUN TODAY-NBC>5)																														
14	MEET THE PRESS	NM	:30	8:00 AM-9:00 AM	-----S	50.00	1	0	1	1	1	1	1	1	1	1	1	0	10	500.00	2.20	22.00	22.73	2.17	21.70	23.04				
(Program: MEET THE PRESS>6)																														
15	ELLEN	NM	:30	3:00 PM-4:00 PM	MTWTF--	10.00	4	4	4	4	4	4	5	5	5	5	5	0	49	490.00	1.50	73.50	6.67	1.55	75.95	6.45				
(Program: ELLEN>6)																														
16	ELLEN	NM	:30	3:00 PM-4:00 PM	M-----	10.00	0	0	0	0	0	0	0	0	0	0	0	1	1	10.00	1.90	1.90	5.26	1.79	1.79	5.59				
(Program: ELLEN>6)																														
17	DR. PHIL<	NM	:30	3:58 PM-5:00 PM	MTWTF--	25.00	4	4	4	4	4	4	5	5	5	5	5	0	49	1,225.00	1.60	78.40	15.63	1.83	89.67	13.66				
(Program: DR. PHIL>5)																														
18	DR. PHIL<	NM	:30	3:58 PM-5:00 PM	M-----	25.00	0	0	0	0	0	0	0	0	0	0	0	1	1	25.00	1.60	1.60	15.63	2.12	2.12	11.79				
(Program: DR. PHIL>5)																														
19	VALLEY NW LV@<5	NM	:30	4:58 PM-5:30 PM	MTWTF--	100.00	5	5	5	5	5	5	0	0	0	0	0	0	30	3,000.00	4.20	126.00	23.81	4.20	126.00	23.81				
(Program: VALLEY NW LV@<5>5)																														
20	VALLEY NW LV@<5	NM	:30	4:58 PM-5:30 PM	MTWTF--	160.00	0	0	0	0	0	0	0	5	5	5	5	0	25	4,000.00	4.20	105.00	38.10	4.20	105.00	38.10				
(Program: VALLEY NW LV@<5>4)																														
21	VALLEY NW LV@<5	NM	:30	4:58 PM-5:30 PM	M-----	160.00	0	0	0	0	0	0	0	0	0	0	0	1	1	160.00	4.20	4.20	38.10	4.51	4.51	35.48				
(Program: VALLEY NW LV@<5>4)																														
22	VALLEY NW LV@<6	NM	:30	6:00 PM-6:30 PM	MTWTF--	210.00	5	5	5	5	5	5	0	0	0	0	0	0	30	6,300.00	5.20	156.00	40.38	5.75	172.50	36.52				
(Program: VALLEY NW LV@<6>4)																														
23	VALLEY NW LV@<6	NM	:30	6:00 PM-6:30 PM	MTWTF--	425.00	0	0	0	0	0	0	0	5	5	5	5	0	25	10,625.00	5.20	130.00	81.73	5.75	143.75	73.91				
(Program: VALLEY NW LV@<6>3)																														
24	VALLEY NW LV@<6	NM	:30	6:00 PM-6:30 PM	MTWTF--	425.00	0	0	0	0	0	0	0	0	0	0	0	1	1	425.00	5.20	5.20	81.73	5.75	5.75	73.91				
(Program: VALLEY NW LV@<6>3)																														
25	SAT VALLEY NEWS	NM	:30	6:00 PM-6:30 PM	-----S-	100.00	1	0	1	1	1	1	1	1	1	1	1	0	10	1,000.00	3.50	35.00	28.57	4.69	46.90	21.32				
(Program: SAT VALLEY NEWS 6P4)																														
26	WHEEL-FORTNE	NM	:30	6:30 PM-7:00 PM	MTWTF--	650.00	0	0	0	0	0	0	0	0	5	5	5	0	15	9,750.00	8.00	120.00	81.25	10.2	153.75	63.41				
(Program: WHEEL-FORTNE>3)																														
27	WHEEL-FORTNE	NM	:30	6:30 PM-7:00 PM	M-----	650.00	0	0	0	0	0	0	0	0	0	0	0	1	1	650.00	8.00	8.00	81.25	10.3	10.30	63.11				
(Program: WHEEL-FORTNE>3)																														
28	WHEEL-FORTNE	NM	:30	6:30 PM-7:00 PM	MTWTF--	350.00	4	4	4	5	5	5	5	5	5	0	0	0	37	12,950.00	7.00	258.00	50.00	8.97	331.89	39.02				
(Program: WHEEL-FORTNE>4)																														
29	NFL Thurs @ Eagles	NM	:30	7:15 PM-10:30 PM	---T---	1,300.00	0	0	1	0	0	0	0	0	0	0	0	0	1	1,300.00	10.0	10.00	130.00	10.7	10.79	120.48				
(Program: NFL Thurs @ Eagles>3)																														
30	NBC SUN FOOTBALL VIKINGS	NM	:30	7:20 PM-10:30 PM	-----S	2,500.00	0	0	0	0	0	0	0	0	0	1	1	0	2	5,000.00	17.0	34.00	147.06	20.5	41.16	121.48				
(Program: NBC SUN FOOTBALL VIKINGS>3)																														

List Items				Spots														Totals		Adults 35-64						Adults 35+	
Line	Program	ST	Len	Time	Days	Rate	Aug 20	Aug 27	Sep 3	Sep 10	Sep 17	Sep 24	Sep 31	Oct 1	Oct 8	Oct 15	Oct 22	Oct 29	Nov 5	Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP
31	NBC SUN FOOTBALL GREEN BAY	NM	:30	7:20 PM-10:30 PM	—S—	1,300.00	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1,300.00	12.00	12.00	108.33	14.52	14.52	89.53
(Program: NBC SUN FOOTBALL GREEN BAY)3																											
32	VALLEY NWS-@10<	NM	:30	10:00 PM-10:35 PM	MTWTF--	250.00	5	5	0	5	5	5	5	0	0	0	0	0	0	25	6,250.00	5.90	147.50	42.37	5.95	148.75	42.02
(Program: VALLEY NWS-@10<5)																											
33	VALLEY NWS-@10<	NM	:30	10:00 PM-10:35 PM	MTWTF--	250.00	0	0	4	0	0	0	0	0	0	0	0	0	0	4	1,000.00	5.30	21.20	47.17	5.34	21.36	46.82
(Program: VALLEY NWS-@10<5)																											
34	VALLEY NEWS @ 10P LATE	NM	:30	10:30 PM-11:05 PM	—T---	250.00	0	0	1	0	0	0	0	0	0	0	0	0	0	1	250.00	4.30	4.30	58.14	3.61	3.61	69.25
(Program: VALLEY NEWS @ 10P LATE)5																											
35	VALLEY NWS-@10<	NM	:30	10:00 PM-10:35 PM	MTWTF--	400.00	0	0	0	0	0	0	0	5	5	5	5	5	0	25	10,000.00	5.90	147.50	67.80	5.95	148.75	67.23
(Program: VALLEY NWS-@10<4)																											
36	VALLEY NWS-@10<	NM	:30	10:00 PM-10:35 PM	M-----	400.00	0	0	0	0	0	0	0	0	0	0	0	0	1	1	400.00	5.13	5.13	77.97	5.01	5.01	79.84
(Program: VALLEY NWS-@10<4)																											
37	SAT VALLEY NEWS @ 10P	NM	:30	10:00 PM-10:30 PM	-----S-	200.00	1	0	1	1	1	1	0	0	0	0	0	0	0	5	1,000.00	8.00	40.00	25.00	8.55	42.75	23.39
(Program: SAT VALLEY NEWS @ 10P)4																											
38	SAT VALLEY NEWS @ 10P	NM	:30	10:00 PM-10:30 PM	-----S-	600.00	0	0	0	0	0	0	0	1	1	1	1	1	0	5	3,000.00	8.00	40.00	75.00	8.55	42.75	70.18
(Program: SAT VALLEY NEWS @ 10P)3																											
39	SUN VALLEY NWS-@10<	NM	:30	10:00 PM-10:35 PM	-----S	250.00	1	0	0	0	0	0	0	0	0	0	0	0	0	1	250.00	4.50	4.50	55.56	4.98	4.98	50.20
(Program: SUN VALLEY NWS-@10<5)																											
40	SUN VALLEY NWS-@10<	NM	:30	10:30 PM-11:15 PM	-----S	250.00	0	0	1	1	1	1	0	0	0	0	0	0	0	4	1,000.00	3.00	12.00	83.33	4.74	18.96	52.74
(Program: SUN VALLEY NWS-@10<5)																											
41	SUN VALLEY NWS-@10<	NM	:30	10:30 PM-11:15 PM	-----S	400.00	0	0	0	0	0	0	0	1	1	1	1	1	0	5	2,000.00	3.00	15.00	133.33	4.74	23.70	84.39
(Program: SUN VALLEY NWS-@10<4)																											
42	TONITE SHW-NBC<	NM	:30	10:35 PM-11:35 PM	MTWTF--	65.00	3	3	3	4	4	4	0	0	0	0	0	0	0	21	1,365.00	2.71	56.91	23.99	2.47	51.87	26.32
(Program: TONITE SHW-NBC<5)																											
43	TONITE SHW-NBC<	NM	:30	10:35 PM-11:35 PM	MTWTF--	100.00	0	0	0	0	0	0	0	5	5	5	5	5	0	25	2,500.00	2.71	67.75	36.90	2.47	61.75	40.49
(Program: TONITE SHW-NBC<4)																											
44	TONITE SHW-NBC<	NM	:30	10:35 PM-11:35 PM	M-----	100.00	0	0	0	0	0	0	0	0	0	0	0	0	1	1	100.00	2.00	2.00	50.00	1.98	1.98	50.51
(Program: TONITE SHW-NBC<4)																											
45	SAT NITE LIVE<	NM	:30	10:30 PM-12:03 AM	-----S-	75.00	1	0	1	1	1	1	0	0	0	0	0	0	0	5	375.00	5.50	27.50	13.64	4.86	24.30	15.43
(Program: SAT NITE LIVE<5)																											

List Items						Spots													Totals		Adults 35-64		Adults 35+				
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46	SAT NITE LIVE<	NM	:30	10:30 PM-12:03 XM	—S—	150.00	0	0	0	0	0	0	1	1	1	1	1	0	5	750.00	5.50	27.50	27.27	4.86	24.30	30.86	
(Program: SAT NITE LIVE<4																											
47	BISON FOOTBALL	NM	:30	2:30 PM-5:30 PM	—S—	1,750.00	0	1	0	1	1	1	1	1	1	1	1	0	9	15,750.00	12.50	112.50	140.00	16.45	148.05	106.38	
(Program: BISON FOOTBALL)C																											
Spot Totals:							51	46	50	54	53	53	56	56	57	58	58	13	605	\$123,915.00	2,480.33		2,706.18				
Adults 35-64 GRP:							200.2	187.0	207.8	220.9	218.9	218.9	224.7	231.7	248.7	248.7	248.7	47.63									
Adults 35+ GRP:							214.0	202.5	225.4	241.6	239.0	239.0	244.8	244.8	253.9	274.4	274.4	51.90									

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
August	51	\$6,585.00	200.23	October	227	\$54,900.00	930.00
September	256	\$42,750.00	1,053.72	November	71	\$19,680.00	296.38