

ORDER



Orders
Order / Rev: 46685
Alt Order #: 21802
Product Desc: Noah Robinson for Oregon State Senate
Estimate: 2024 primary
Flight Dates: 04/11/24 - 04/21/24
Original Date / Rev: 04/10/24 / 04/10/24
Order Type: GENERAL

KOBI
Primary AE: Lila Hampton
Sales Office: L-MED
Sales Region: Local

Agency
Name: Paper & String
Buying Contact:
Billing Contact: Amy Boles
 3559 National Drive
 Medford, OR 97504

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

Advertiser
Name: Noah Robinson for Oregon Sentate
Demographic: A18+
Product Codes: Political State Senate,Candidates
Revenue Code 1: AGY
Revenue Code 2: LOC-AG
Revenue Code 3: POL-CAND
Priority: P-05

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/21/24	66	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	66	\$2,500.00	\$2,125.00	274.99
Totals	66	\$2,500.00	\$2,125.00	274.99

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lila Hampton			Start Of Order - End Of Order	100%

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	04/11/24	04/21/24	NBC 5 News @ Sunrise	CM	5:28 AM-6:58 AM	MTWTF--	:15	1	\$12.00	P-04	2.80	NM	5	\$60.00
				NBC5 News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		1				\$12.00		2.80			
		Week: 04/15/24	04/21/24	MTWTF--		4				\$12.00		2.80			
N 2	All	04/11/24	04/21/24	NBC 5 News @ Sunrise	CM	5:28 AM-6:58 AM	MTWTF--	:30	2	\$20.00	P-04	2.80	NM	7	\$140.00
				NBC5 News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		2				\$20.00		2.80			
		Week: 04/15/24	04/21/24	MTWTF--		5				\$20.00		2.80			
N 3	All	04/11/24	04/21/24	Today Show I	CM	6:58 AM-9:00 AM	MTWTF--	:15	2	\$18.00	P-04	3.70	NM	5	\$90.00
				Today Show I											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		2				\$18.00		3.70			
		Week: 04/15/24	04/21/24	MTWTF--		3				\$18.00		3.70			
N 4	All	04/15/24	04/21/24	M-F 12p-1p	CM	12:00 PM-12:58 PM	PMTWTF--	:30	1	\$20.00	P-04	2.20	NM	1	\$20.00
				NBC News Daily											
		<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	MTWTF--		1				\$20.00		2.20			
N 5	All	04/15/24	04/21/24	M-F 1p-2p	CM	12:58 PM-2:00 PM	MTWTF--	:30	1	\$10.00	P-04	2.00	NM	1	\$10.00
				Dateline-Syn A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 46685
 Alt Order #: 21802
 Flight Dates: 04/11/24 - 04/21/24

Advertiser: Noah Robinson for Oregon Sentate
 Product Desc: Noah Robinson for Oregon State Senate KOB1
 Estimate: 2024 primary

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	All	04/11/24	04/21/24	NBC5 News @ 5p NBC5 News @ 5p	CM	5:00 PM-5:28 PM	MTWTF--	:30	2	\$60.00	P-04	6.40	NM	7	\$420.00
		<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	MTWTF--		1				\$10.00		2.00			
N 7	All	04/11/24	04/21/24	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	MTWTF--	:15	1	\$36.00	P-04	5.20	NM	5	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		2				\$60.00		6.40			
		Week: 04/15/24	04/21/24	MTWTF--		5				\$60.00		6.40			
N 8	All	04/11/24	04/21/24	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	MTWTF--	:30	1	\$60.00	P-04	5.20	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		1				\$60.00		5.20			
		Week: 04/15/24	04/21/24	MTWTF--		3				\$60.00		5.20			
N 9	All	04/11/24	04/21/24	NBC5 News @ 7p NBC5 News @ 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$45.00	P-04	3.40	NM	6	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		1				\$45.00		3.40			
		Week: 04/15/24	04/21/24	MTWTF--		5				\$45.00		3.40			
N 10	All	04/11/24	04/21/24	Late 11p News M-F Late 11p News M-F	CM	11:00 PM-11:35 PM	MTWTF--	:15	1	\$24.00	P-04	3.80	NM	5	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---TF--		1				\$24.00		3.80			
		Week: 04/15/24	04/21/24	MTWTF--		4				\$24.00		3.80			
N 11	All	04/15/24	04/21/24	Late 11p News M-F Late 11p News M-F	CM	11:00 PM-11:35 PM	PMTWTF--	:30	2	\$40.00	P-04	3.80	NM	2	\$80.00
		<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	MTWTF--		2				\$40.00		3.80			
N 12	All	04/15/24	04/21/24	Mon Prime Other Voice	CM	7:58 PM-10:00 PM (7:58 PM-10:00 PM)	M-----	:30	1	\$135.00	P-05	5.50	NM	1	\$135.00
		<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	M-----		1				\$135.00		5.50			
N 13	All	04/15/24	04/21/24	Wed Prime Hr 1 Chicago Med	CM	7:58 PM-9:00 PM	--W----	:30	1	\$85.00	P-04	5.60	NM	1	\$85.00
		<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	--W----		1				\$85.00		5.60			
N 14	All	04/15/24	04/21/24	Wed Prime Hr 2 Chicago Fire	CM	9:00 PM-10:00 PM	--W----	:30	1	\$95.00	P-04	6.30	NM	1	\$95.00
		<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	--W----		1				\$95.00		6.30			
N 15	All	04/15/24	04/21/24	Thu Prime Hr 2 L&O:SVU	CM	9:00 PM-10:00 PM	---T---	:30	1	\$85.00	P-04	4.70	NM	1	\$85.00
		<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	---T---		1				\$85.00		4.70			
N 16	All	04/11/24	04/21/24	Fri Prime Other Dateline	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$60.00	P-04	3.80	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$60.00		3.80			
		Week: 04/15/24	04/21/24	----F--		1				\$60.00		3.80			
N 17	All	04/11/24	04/21/24	Today Show Sa Today Show Sa	CM	6:00 AM-7:30 AM	-----S-	:30	1	\$10.00	P-04	1.60	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S-		1				\$10.00		1.60			
		Week: 04/15/24	04/21/24	-----S-		1				\$10.00		1.60			
N 18	All	04/11/24	04/21/24	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$60.00	P-04	11.80	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 46685
 Alt Order #: 21802
 Flight Dates: 04/11/24 - 04/21/24

Advertiser: Noah Robinson for Oregon Sentate
 Product Desc: Noah Robinson for Oregon State Senate KOB
 Estimate: 2024 primary

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N19	All	04/11/24	04/21/24	Late 11p News Sa Late 11p News Sa	CM	11:00 PM-11:30 PM	-----S-	:30	1	\$40.00	P-04	4.70	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S-					1	\$60.00		11.80			
		Week: 04/15/24	04/21/24	-----S-					1	\$60.00		11.80			
N20	All	04/11/24	04/21/24	Today Show Su Today Show Su	CM	6:58 AM-8:00 AM	-----S	:30	1	\$10.00	P-05	1.40	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S					1	\$10.00		1.40			
		Week: 04/15/24	04/21/24	-----S					1	\$10.00		1.40			
N21	All	04/11/24	04/21/24	Meet the Press Meet the Press	CM	8:00 AM-9:00 AM	-----S	:30	1	\$15.00	P-05	2.30	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S					1	\$15.00		2.30			
		Week: 04/15/24	04/21/24	-----S					1	\$15.00		2.30			
N22	All	04/11/24	04/21/24	Late 11p News Su Late 11p News Su	CM	11:00 PM-11:30 PM	-----S	:30	1	\$40.00	P-04	3.40	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S					1	\$40.00		3.40			
		Week: 04/15/24	04/21/24	-----S					1	\$40.00		3.40			
Totals													66	\$2,500.00	



Noah Robinson for Oregon State Senate 4.11-4.21 \$2500

Proposal ID: 21802
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/11/2024 - 4/21/2024
 Advertiser: Noah Robinson for Oregon Sentate
 Product: Candidates
 Agency: Paper & String
 Spot Length(s): :15,:30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kobis.com

Flight Dates: 4/11/2024-4/21/2024

Program Time	Spot Length	AP			CS-A18+			Wk	Rate
		11	15	AP	CS-RTG	CS-000	Spots		
KOB1+									
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:15	1	4		2.8	3.338	2	\$12.00	5
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:30	2	5		2.8	3.338	2	\$20.00	7
Today Show Mo-Fr 6:58a-9:00a	:15	2	3		3.7	4.484	2	\$18.00	5
NBC News Daily Mo-Fr 12:00p-12:58p	:30	--	1		2.2	2.644	1	\$20.00	1
Dateline-A Mo-Fr 12:58p-2:00p	:30	--	1		2.0	2.435	1	\$10.00	1
NBC5 News at 5pm Mo-Fr 5:00p-5:28p	:30	2	5		6.4	7.698	2	\$60.00	7
NBC5 News at 6pm Mo-Fr 6:00p-7:00p	:15	1	4		5.2	6.266	2	\$36.00	5
NBC5 News at 6pm Mo-Fr 6:00p-7:00p	:30	1	3		5.2	6.266	2	\$60.00	4
NBC5 News at 7pm Mo-Fr 7:00p-7:30p	:30	1	5		3.4	4.152	2	\$45.00	6
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:15	1	4		3.8	4.567	2	\$24.00	5
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:30	--	2		3.8	4.567	1	\$40.00	2
The Voice Monday Mon 7:58p-10:00p	:30	--	1		5.5	6.665	1	\$135.00	1
Chicago Med Wed 7:58p-9:00p	:30	--	1		5.6	6.721	1	\$85.00	1
Chicago Fire Wed 9:00p-10:00p	:30	--	1		6.3	7.569	1	\$95.00	1
Law & Order: SVU Thu 9:00p-10:00p	:30	--	1		4.7	5.647	1	\$85.00	1
Dateline Fri Fri 9:00p-11:00p	:30	1	1		3.8	4.580	2	\$60.00	2



Noah Robinson for Oregon State Senate 4.11-4.21 \$2500

Proposal ID: 21802
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/11/2024 - 4/21/2024
 Advertiser: Noah Robinson for Oregon Senate
 Product: Candidates
 Agency: Paper & String
 Spot Length(s): :15,:30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kobis.com

Flight Dates: 4/11/2024-4/21/2024

Program Time	Spot Length	AP		CS-A18+		CS-RTG	RTG	CS-000	CS-000	W	k	Rate
		11	15	11	15							
KOB1+												
Today Show Saturday	:30	1	1	1.6	1.6	1.972				2		\$10.00
Sat 6:00a-7:30a										2		
NBC5 News at 6pm Sat	:30	1	1	11.8	11.8	14.226				2		\$60.00
Sat 6:00p-6:30p										2		
NBC5 News at 11pm Sat	:30	1	1	4.7	4.7	5.671				2		\$40.00
Sat 11:00p-11:30p										2		
Today Show Sunday	:30	1	1	1.4	1.4	1.746				2		\$10.00
Sun 6:58a-8:00a										2		
Meet The Press	:30	1	1	2.3	2.3	2.821				2		\$15.00
Sun 8:00a-9:00a										2		
NBC5 News at 11pm Sun	:30	1	1	3.4	3.4	4.082				2		\$40.00
Sun 11:00p-11:30p										2		
KOB1+ Totals												
		GRP/(000)		275.0		331.514						\$2,500.00
												Spts: 66

Total Cost:	\$2,500.00	Signature
Agency Commission @ 15%	\$375.00	
Net Cost:	\$2,125.00	



Noah Robinson for Oregon State Senate 4.11-4.21 \$2500

Proposal ID: 21802
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/11/2024 - 4/21/2024
 Advertiser: Noah Robinson for Oregon Sentate
 Product: Candidates
 Agency: Paper & String
 Spot Length(s): :15, :30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kobi5.com

General Summary (CS-A18+ CS.RTG)									
Description	Spots	Cost	Impressions (000)	Reach	Freq	3+ Reach	CPM	Net Reach	Population
KOB1+	66	\$2,500.00	331,514	83.7	3.3	50.7	\$7.54	101,241	120,985

Week Summary (CS-A18+ CS.RTG)							
Description	Spots	%	Cost	Impressions (000)	Reach	Freq	CPM
4/11/2024	18	27%	\$608.00	90,727	45.2	1.7	\$6.70
4/15/2024	48	73%	\$1,892.00	240,787	73.6	2.7	\$7.86
Total (CS-A18+)	66	100%	\$2,500.00	331,514	83.7	3.3	\$7.54



Noah Robinson for Oregon State Senate 4.11-4.21 \$2500

Proposal ID: 21802
 Market: MEDFORD-KLAMATH FALLS (138)
 Station: KOB1+
 Schedule Date: 4/11/2024 - 4/21/2024
 Spot Length(s): :15, :30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kobi5.com

Flight Dates: 4/11/2024-4/21/2024

Program Time	Spot Length	AP 11	AP 15	CS-A18+ CS.RTG	CS-A18+ CS.000	Weeks	Rate Spots
KOB1+							
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:15	1	4	2.8	3.338	2	\$12.00 5
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:30	2	5	2.8	3.338	2	\$20.00 7
Today Show Mo-Fr 6:58a-9:00a	:15	2	3	3.7	4.484	2	\$18.00 5
NBC News Daily Mo-Fr 12:00p-12:58p	:30	--	1	2.2	2.644	1	\$20.00 1
Dateline-A Mo-Fr 12:58p-2:00p	:30	--	1	2.0	2.435	1	\$10.00 1
NBC5 News at 5pm Mo-Fr 5:00p-5:28p	:30	2	5	6.4	7.698	2	\$60.00 7
NBC5 News at 6pm Mo-Fr 6:00p-7:00p	:15	1	4	5.2	6.266	2	\$36.00 5
NBC5 News at 6pm Mo-Fr 6:00p-7:00p	:30	1	3	5.2	6.266	2	\$60.00 4
NBC5 News at 7pm Mo-Fr 7:00p-7:30p	:30	1	5	3.4	4.152	2	\$45.00 6
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:15	1	4	3.8	4.567	2	\$24.00 5
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:30	--	2	3.8	4.567	1	\$40.00 2
The Voice Monday Mon 7:58p-10:00p	:30	--	1	5.5	6.665	1	\$135.00 1
Chicago Med Wed 7:58p-9:00p	:30	--	1	5.6	6.721	1	\$85.00 1
Chicago Fire Wed 9:00p-10:00p	:30	--	1	6.3	7.569	1	\$95.00 1
Law & Order: SVU Thu 9:00p-10:00p	:30	--	1	4.7	5.647	1	\$85.00 1
Dateline Fri Fri 9:00p-11:00p	:30	1	1	3.8	4.580	2	\$60.00 2
Today Show Saturday Sat 6:00a-7:30a	:30	1	1	1.6	1.972	2	\$10.00 2



Noah Robinson for Oregon State Senate 4.11 4.21 \$2500

Proposal ID: 21802
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/11/2024 - 4/21/2024
 Spot Length(s): :15, :30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kobi5.com

Flight Dates: 4/11/2024-4/21/2024

Program Time	Spot Length	AP 11	AP 15	CS-A18+ CS.RTG RTG	CS-A18+ CS.000 000	Wk Spts	Rate
KOB1+							
NBC5 News at 6pm Sat Sat 6:00p-6:30p	:30	1	1	11.8	14.226	2	\$60.00 2
NBC5 News at 11pm Sat Sat 11:00p-11:30p	:30	1	1	4.7	5.671	2	\$40.00 2
Today Show Sunday Sun 6:58a-8:00a	:30	1	1	1.4	1.746	2	\$10.00 2
Meet The Press Sun 8:00a-9:00a	:30	1	1	2.3	2.821	2	\$15.00 2
NBC5 News at 11pm Sun Sun 11:00p-11:30p	:30	1	1	3.4	4.082	2	\$40.00 2
KOB1+ Totals							\$2,500.00 Spts: 66
		GRP/(000)		275.0	331.514		

Total Cost: \$2,500.00 Signature: Amy Boles
4/10/24

Description	Spots	Cost	Impressions (000)	Reach	Freq	3+ Reach	CPM	Net Reach	Population
KOB1+	66	\$2,500.00	331,514	83.7	3.3	50.7	\$75.4	101,241	120,985

Description	Spots	%	Cost	%	Impressions (000)	Reach	Freq	CPM
4/11/2024	18	27%	\$608.00	24%	90,727	45.2	1.7	\$6.70
4/15/2024	48	73%	\$1,892.00	76%	240,787	73.6	2.7	\$7.86
Total (CS-A18+)	66	100%	\$2,500.00	100%	331,514	83.7	3.3	\$7.54