

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 49 - Cramer for Congress
Product: 126 - CRAMER FOR CONGRESS

Station: WDAY-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/25/2016
Flight End: 10/31/2016
Hiatus:

Piggyback Product:
Estimate: 3396 - Cramer For Congress TV
10/25-10/31/16

Received in ePort: 10/20/2016 9:15:34 AM

Primary Demo:

Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WDAY-TV
AE: Joshua Rohrer
Phone:
OrderID: 5503113
Status: Confirmed

Airtime Dollars: \$13,680.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$13,680.00
Total Spots: 37

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/25 10/26 10/27 10/28 10/29 10/30 10/31							Total		
						10/25	10/26	10/27	10/28	10/29	10/30	10/31	Spots	Rtg	CPM
1	TuWThFM 6A-7A First News Hour 2	EM	\$270.00	C	30	1	1	1	1	0	0	1	5		
2	TuWThFM 8A-9A Good Morning America Hour 2	EM	\$150.00	C	30	1	1	1	1	0	0	1	5		
3	TuWThFM 5P-5:30P WDAY/WDZ News at 5	EN	\$300.00	C	30	1	1	1	1	0	0	1	5		
4	TuWThFM 6P-6:30P WDAY/WDZ News at 6	EN	\$600.00	C	30	1	1	1	1	0	0	1	5		
5	TuWThFM 10P-10:35P WDAY/WDZ News at 10	LN	\$800.00	C	30	1	1	1	1	0	0	1	5		
6	TuWThFM 10:35P-11:35P Jimmy Kimmel	LF	\$150.00	C	30	1	1	1	1	0	0	1	5		
7	W 9P-10P Designated Survivor	PT	\$600.00	C	30	0	1	0	0	0	0	0	1		
8	Sa 6A-7A Good Morning America Saturday	RT	\$40.00	C	30	0	0	0	0	1	0	0	1		
9	Sa 6P-6:30P Saturday Early News	EN	\$200.00	C	30	0	0	0	0	1	0	0	1		
10	Sa 10P-10:35P 10P News Saturday	LN	\$500.00	C	30	0	0	0	0	1	0	0	1		

New Order (Page 2)

Agency:	Crossroads Media LLC	Station:	WDAY-TV	Order ID:	5503113
Client:	49 - Cramer for Congress	Product:	126 - CRAMER FOR CONGRESS	Estimate:	3396 - Cramer For Congress TV
Flight Start:	10/25/2016	Flight End:	10/31/2016	Received in ePort:	10/25-10/31/16
					10/20/2016 9:15:34 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len												Total		
						10/25	10/26	10/27	10/28	10/29	10/30	10/31	Spots	Rtg	CPP	Imp	CPM		
11	Sa 10:30P-11:05P WDAY/WDAZ Saturday Late News	LF	\$100.00	C	30	0	0	0	0	1	0	0	1						
12	Su 6A-7A Good Morning America Sunday	RT	\$40.00	C	30	0	0	0	0	0	1	0	1						
13	Su 10P-10:35P 10P News Sunday	LN	\$850.00	C	30	0	0	0	0	0	1	0	1						
Total Spots:						6	7	6	6	4	2	6							
Cash\$ - Spots: \$13,680.00 - 37						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$13,680.00		Total GRP - CPP: 0.0 - \$0.00		Total GIMP(000) - CPM: 0 - \$0.00							