



WDAY/WDAZ  
301 8th ST S  
Fargo, ND 58103



Periscope Marketing Comm.  
921 Washington Avenue South  
Minneapolis, MN 55415

## Contract # 43021

**Schedule Dates** 07/21/14-07/27/14  
**Advertiser** Mike McFadden 2014 (7034)  
**Agency** Periscope Marketing Comm. (1057)  
**Product** POLITICAL MN Senate (1050)  
**Brand** Political (1024)  
**Salesperson** Anhorn, Carol (1006)  
**Sales Office** WDAY  
**Buyer Name**  
**Phone/Fax** /  
**CPE** MMM/MMM/MM 2014  
**Account Types** National/Political - Candidate  
**Billing Type** Standard  
**Comments** Week of 7/21-27

**Date Entered** 07/18/14  
**Last Modified** 07/18/14  
**Entered By** Carol Anhorn  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$592.50  
**Net Total** \$3,357.50  
**Sales Tax**

## YZ Combo (YZ)

By Broadcast Month	Spots	Rate
Jul. 2014	35	\$3,950.00
<b>Grand Total:</b>	<b>35</b>	<b>\$3,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	5A- 6A (CST)	2	X	X	X	X	X			2	\$15.00	\$30.00	YZ Combo (YZ)		7/18/14
2.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	6A- 7A (CST)	4	X	X	X	X	X			4	\$75.00	\$300.00	YZ Combo (YZ)		7/18/14
3.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	7A- 8A (CST)	2	X	X	X	X	X			2	\$125.00	\$250.00	YZ Combo (YZ)		7/18/14
4.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	8A- 9A (CST)	3	X	X	X	X	X			3	\$50.00	\$150.00	YZ Combo (YZ)		7/18/14
5.0	Normal Line / SPOT	07/26/14-07/26/14	2	:30	6A- 7A (CST)							1		1	\$15.00	\$15.00	YZ Combo (YZ)		7/18/14
6.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	9A- 10A (CST)	2	X	X	X	X	X			2	\$20.00	\$40.00	YZ Combo (YZ)		7/18/14
7.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	11A- 12P (CST)	2	X	X	X	X	X			2	\$15.00	\$30.00	YZ Combo (YZ)		7/18/14
8.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	12P- 1P (CST)	2	X	X	X	X	X			2	\$20.00	\$40.00	YZ Combo (YZ)		7/18/14
9.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	5P- 5:30P (CST)	3	X	X	X	X	X			3	\$100.00	\$300.00	YZ Combo (YZ)		7/18/14
10.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	6P- 6:30P (CST)	1	X	X	X	X	X			1	\$250.00	\$250.00	YZ Combo (YZ)		7/18/14
11.0	Normal Line / SPOT	07/26/14-07/26/14	2	:30	6P- 6:30P (CST)							1		1	\$100.00	\$100.00	YZ Combo (YZ)		7/18/14
12.0	Normal Line / SPOT	07/27/14-07/27/14	2	:30	5:30P- 6P (CST)								1	1	\$75.00	\$75.00	YZ Combo (YZ)		7/18/14
13.0	Revised Line / SPOT	07/21/14-07/25/14	2	:30	6:30P- 7P (CST)	2	X	X	X	X	X						YZ Combo (YZ)		7/18/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.1	Normal Line / SPOT	07/21/14-07/25/14	2	:30	6:30P- 7P (CST)	4	X	X	X	X	X			4	\$150.00	\$600.00	YZ Combo (YZ)		7/18/14
14.0	Normal Line / SPOT	07/21/14-07/21/14	2	:30	7P- 9P (CST)		1								\$300.00		YZ Combo (YZ)	Bachelorette	7/18/14
14.0.1	Closed Preempt	07/21/14															YZ Combo (YZ)	No Avail/Exception -	
15.0	Normal Line / SPOT	07/21/14-07/21/14	2	:30	9P- 10P (CST)		1							1	\$270.00	\$270.00	YZ Combo (YZ)	Mistresses	7/18/14
16.0	Normal Line / SPOT	07/25/14-07/25/14	2	:30	7P- 8P (CST)						1			1	\$200.00	\$200.00	YZ Combo (YZ)	Shark Tank	7/18/14
17.0	Normal Line / SPOT	07/25/14-07/25/14	2	:30	9P- 10P (CST)						1			1	\$150.00	\$150.00	YZ Combo (YZ)	20/20	7/18/14
18.0	Normal Line / SPOT	07/21/14-07/25/14	2	:30	10P- 10:35P (CST)	2	X	X	X	X	X			2	\$375.00	\$750.00	YZ Combo (YZ)		7/18/14
19.0	Normal Line / SPOT	07/26/14-07/26/14	2	:30	10P- 10:35P (CST)							1		1	\$200.00	\$200.00	YZ Combo (YZ)		7/18/14
20.0	Normal Line / SPOT	07/24/14-07/24/14	2	:30	7P- 8P (CST)					1				1	\$200.00	\$200.00	YZ Combo (YZ)	The Quest	7/18/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: