

Revision, Version 2

Agency: Odney Advertising
Office: Bismarck
Client: 30 - KEVIN CRAMER FOR US SENATE
Product: 55 - CRAMER FOR US SENATE 7
Piggyback Product:
Estimate: 444 - CRAM - 2018 Aug20 revised General Election

Station: WDAY-S2
Order Type: Normal
Cancel Date:
Received in ePort: 8/17/2018 11:43:11 AM

Flight Start: 08/20/2018
Flight End: 11/11/2018
Hiatus:

Primary Demo: A35-64
Demo 2: A35+
Demo 3:
GRP: 2043.41
CPP: \$51.94
GIMP: 0
CPM: \$0.00

Local/National: Local
Rep Office: WDAY-S2
AE: Joshua Rohrer
Phone:
OrderID: 7423450
Status: Revision Confirmed

Airtime Dollars: \$106,130.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$106,130.00
Total Spots: 432

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

Terms of Sale: Odney is placing this order on behalf of Cramer for US Senate.

When multiple broadcast spots are ordered during a Monday-Friday timeframe they need to be scheduled on separate days. More than one spot per day in the same program will not be accepted.

A 15 minute separation between spots is required. Spots will not be paid if they run within 15 minutes of each other.

Product separation is also required. No spots will be paid when they appear back-to-back with a competitor.

A post-buy analysis will be conducted on broadcast placement, stations must deliver at least 90% of the target audience or make goods will be required. If there is any disagreement on the ratings please contact the buyer prior to confirmation. OUR INSERTION ORDER SERVES AS A PURCHASE ORDER. THIS ESTIMATE NUMBER MUST BE ON ALL INVOICES OR PAYMENT MAY BE DELAYED

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len												Total Spots	A35-64				
						8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29		11/5	Rtg	CPP	Imp	CPM
1	MTuWThF 6A-7A First News Hour 2	EM	\$250.00	C	30	0	0	0	0	0	0	0	0	5	5	5	0	15	3.60	\$69.44		
A																						
2	MTu 6A-7A First News Hour 2	EM	\$250.00	C	30	0	0	0	0	0	0	0	0	0	0	0	2	2	3.60	\$69.44		
A																						
3	MTuWThF 6A-7A First News Hour 2	EM	\$125.00	C	30	0	5	0	5	5	5	5	5	0	0	0	0	30	3.60	\$34.72		
B																						
4	TuWThF 6A-7A First News Hour 2	EM	\$125.00	C	30	0	0	4	0	0	0	0	0	0	0	0	0	4	3.66	\$34.15		

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																			Rtg	CPP	Imp	CPM
A																						
17	MTuWThF 6P-6:30P WDAY/WDAZ News at 6	EN	\$350.00	C	30	0	5	5	5	5	5	5	5	0	0	0	0	35	8.84	\$39.59		
B																						
18	Sa 6P-6:30P Saturday Early News	EN	\$70.00	C	30	0	0	1	1	1	1	0	0	0	0	0	0	4	2.00	\$35.00		
C																						
19	Sa 6P-6:30P Saturday Early News	EN	\$100.00	C	30	0	0	0	0	0	0	1	1	1	1	1	0	5	2.00	\$50.00		
B																						
20	MTuWThF 6:30P-7P Entertainment Tonight	PA	\$100.00	C	30	3	3	3	5	5	5	0	0	0	0	0	0	24	5.70	\$17.54		
C																						
21	MTuWThF 6:30P-7P Entertainment Tonight	PA	\$200.00	C	30	0	0	0	0	0	0	5	5	0	0	0	0	10	5.70	\$35.09		
B																						
22	MTuWThF 6:30P-7P Entertainment Tonight	PA	\$400.00	C	30	0	0	0	0	0	0	0	0	5	5	5	0	15	5.70	\$70.18		
A																						
23	M 6:30P-7P Entertainment Tonight	PA	\$400.00	C	30	0	0	0	0	0	0	0	0	0	0	0	1	1	5.18	\$77.22		
A																						
24	MTuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	\$850.00	C	30	0	0	0	0	0	0	0	0	5	5	5	0	15	7.60	\$111.84		
A																						
25	M 10P-10:35P WDAY/WDAZ News at 10	LN	\$850.00	C	30	0	0	0	0	0	0	0	0	0	0	0	1	1	8.18	\$103.91		
A																						
26	MTuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	\$425.00	C	30	0	0	0	0	0	0	5	5	0	0	0	0	10	7.60	\$55.92		
B																						
27	MTuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	\$300.00	C	30	0	5	5	5	5	5	0	0	0	0	0	0	25	7.60	\$39.47		
C																						

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						8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29		11/5	Rtg	CPP	Imp	CPM
28	Sa 10P-10:35P 10P News Saturday	LN	\$200.00	C	30	1	0	0	1	0	1	0	1	1	1	1	0	7	4.00	\$50.00		
B																						
29	Su 10P-10:35P 10P News Sunday	LN	\$325.00	C	30	0	0	1	1	1	1	0	0	0	0	0	4	8.50	\$38.24			
C																						
30	Su 10P-10:35P 10P News Sunday	LN	\$900.00	C	30	0	0	0	0	0	0	0	0	1	1	1	3	8.50	\$105.88			
A																						
31	Su 10P-10:35P 10P News Sunday	LN	\$450.00	C	30	0	0	0	0	0	0	1	1	0	0	0	2	8.50	\$52.94			
B																						
32	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF	\$75.00	C	30	0	0	0	0	0	0	5	5	5	5	5	25	1.57	\$47.77			
B																						
33	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF	\$75.00	C	30	0	0	0	0	0	0	0	0	0	0	1	1	1.57	\$47.77			
B																						
34	MTuWThF 6A-7A First News Hour 2	EM	\$250.00	C	30	3	0	0	0	0	0	0	0	0	0	0	3	3.00	\$83.33			
bump																						
35	MTuWThF 7A-8A Good Morning America Hour 1	EM	\$350.00	C	30	2	0	0	0	0	0	0	0	0	0	0	2	3.50	\$100.00			
bump																						
36	MTuWThF 5P-5:30P WDAY/WDAZ News at 5	EN	\$600.00	C	30	2	1	0	0	0	0	0	0	0	0	0	3	4.40	\$136.36			
bump																						
37	MTuWThF 6P-6:30P WDAY/WDAZ News at 6	EN	\$900.00	C	30	2	0	0	0	0	0	0	0	0	0	0	2	8.84	\$101.81			
bump																						
38	Sa 6P-6:30P Saturday Early News	EN	\$300.00	C	30	1	0	0	0	0	0	0	0	0	0	0	1	2.00	\$150.00			
bump																						
39	MTuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	\$850.00	C	30	1	0	0	0	0	0	0	0	0	0	0	1	7.60	\$111.84			
bump																						
40	MTuWThF 5A-6A First News Hour 1	EM	\$70.00	C	30	1	0	0	0	0	0	0	0	0	0	0	1	1.50	\$46.67			

