

Revision, Version 2

Agency:	Odney Advertising	Station:	WDAY-S2	Flight Start:	08/20/2018
Office:	Bismarck	Order Type:	Normal	Flight End:	11/11/2018
Client:	30 - KEVIN CRAMER FOR US SENATE	Cancel Date:		Hiatus:	
Product:	55 - CRAMER FOR US SENATE 7				
Piggyback Product:					
Estimate:	444 - CRAM - 2018 Aug20 revised General Election	Received in ePort:	8/17/2018 11:43:11 AM		

Primary Demo:	A35-64	Local/National:	Local	Airtime Dollars:	\$106,130.00
Demo 2:	A35+	Rep Office:	WDAY-S2	Interactive Dollars:	\$0.00
Demo 3:		AE:	Joshua Rohrer	Non-Airtime Dollars:	\$0.00
GRP:	2043.41	Phone:		Total Dollars:	\$106,130.00
CPP:	\$51.94	OrderID:	7423450	Total Spots:	432
GIMP:	0	Status:	Revision Confirmed		
CPM:	\$0.00			MarketShare:	

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	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	Total Spots	A35-64			
																			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		

Revision, Version 2 (Page 2)

Agency:	Odney Advertising	Station:	WDAY-S2	Order ID:	7423450
Client:	30 - KEVIN CRAMER FOR US SENATE	Product:	55 - CRAMER FOR US SENATE 7	Estimate:	444 - CRAM - 2018 Aug20 revised General Election
Flight Start:	08/20/2018	Flight End:	11/11/2018	Received in ePort:	8/17/2018 11:43:11 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	Total Spots	A35-64			
																			Rtg	CPP	Imp	CPM
B																						
5	MTuWThF 7A-8A Good Morning America Hour 1	EM	\$175.00	C	30	2	5	0	5	5	5	5	5	5	5	5	0	47	3.50	\$50.00		
B																						
6	TuWThF 7A-8A Good Morning America Hour 1	EM	\$175.00	C	30	0	0	4	0	0	0	0	0	0	0	0	0	4	3.48	\$50.29		
B																						
7	MTu 7A-8A Good Morning America Hour 1	EM	\$175.00	C	30	0	0	0	0	0	0	0	0	0	0	0	2	2	3.34	\$52.40		
B																						
8	Sa 7A-8:30A First News Saturday	EM	\$30.00	C	30	1	0	1	1	1	1	1	1	1	1	1	0	10	2.00	\$15.00		
B																						
9	Su 8A-9A This Week	EM	\$20.00	C	30	1	0	1	1	1	1	1	1	1	1	1	0	10	1.00	\$20.00		
B																						
10	MTuWThF 9A-10A Live! with Kelly and Ryan	DT	\$30.00	C	30	2	2	2	3	3	3	4	5	5	5	5	0	39	1.40	\$21.43		
C																						
11	MTu 9A-10A Live! with Kelly and Ryan	DT	\$30.00	C	30	0	0	0	0	0	0	0	0	0	0	0	2	2	1.35	\$22.22		
C																						
12	MTuWThF 5P-5:30P WDAY/WDAZ News at 5	EN	\$350.00	C	30	0	0	0	0	0	0	0	0	5	5	5	0	15	4.70	\$74.47		
A																						
13	M 5P-5:30P WDAY/WDAZ News at 5	EN	\$350.00	C	30	0	0	0	0	0	0	0	0	0	0	0	1	1	6.21	\$56.36		
A																						
14	MTuWThF 5P-5:30P WDAY/WDAZ News at 5	EN	\$175.00	C	30	1	4	5	5	5	5	5	5	0	0	0	0	35	4.70	\$37.23		
B																						
15	MTuWThF 6P-6:30P WDAY/WDAZ News at 6	EN	\$700.00	C	30	0	0	0	0	0	0	0	0	5	5	5	0	15	8.84	\$79.19		
A																						
16	M 6P-6:30P WDAY/WDAZ News at 6	EN	\$700.00	C	30	0	0	0	0	0	0	0	0	0	0	0	1	1	10.00	\$70.00		

Revision, Version 2 (Page 3)

Agency:	Odney Advertising	Station:	WDAY-S2	Order ID:	7423450
Client:	30 - KEVIN CRAMER FOR US SENATE	Product:	55 - CRAMER FOR US SENATE 7	Estimate:	444 - CRAM - 2018 Aug20 revised General Election
Flight Start:	08/20/2018	Flight End:	11/11/2018	Received in ePort:	8/17/2018 11:43:11 AM

Line	Daypart	DPT																	Total	A35-64			
No	(Program)	Code	Rate	C/T	Len	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	Spots	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																							

Revision, Version 2 (Page 4)

Agency:	Odney Advertising	Station:	WDAY-S2	Order ID:	7423450
Client:	30 - KEVIN CRAMER FOR US SENATE	Product:	55 - CRAMER FOR US SENATE 7	Estimate:	444 - CRAM - 2018 Aug20 revised General Election
Flight Start:	08/20/2018	Flight End:	11/11/2018	Received in ePort:	8/17/2018 11:43:11 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	Total Spots	A35-64			
																			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	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	0	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	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	0	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	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	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	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	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	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	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	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	0	1	1.50	\$46.67		

Agency:	Odney Advertising	Station:	WDAY-S2	Order ID:	7423450																		
Client:	30 - KEVIN CRAMER FOR US SENATE	Product:	55 - CRAMER FOR US SENATE 7	Estimate:	444 - CRAM - 2018 Aug20 revised General Election																		
Flight Start:	08/20/2018	Flight End:	11/11/2018	Received in ePort:	8/17/2018 11:43:11 AM																		
Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	Total Spots	A35-64				
																	Rtg	CPP	Imp	CPM			
MG																							
Total Spots:						23	30	32	38	37	38	43	45	45	45	45	11						
Total GRP:						92.2	160.8	167.7	191.4	187.4	191.4	196.7	202.1	202.1	202.1	202.1	47.7						
Cash\$ - Spots: \$106,130.00 - 432						Trade\$ - Spots: \$0.00 - 0						Total Cost: \$106,130.00				Total GRP - CPP: 2043.4 - \$51.94				Total GIMP(000) - CPM: 0 - \$0.00			