

# Revision, Version 2

<b>Agency:</b>	Odney Advertising	<b>Station:</b>	WDAY-S2	<b>Flight Start:</b>	07/30/2018
<b>Office:</b>	Bismarck	<b>Order Type:</b>	Normal	<b>Flight End:</b>	08/19/2018
<b>Client:</b>	30 - KEVIN CRAMER FOR US SENATE	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	55 - CRAMER FOR US SENATE 7				

**Piggyback Product:**

<b>Estimate:</b>	507 - CRAM - 2018 7.30-8.12	<b>Received in ePort:</b>	8/8/2018 10:40:59 AM
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**Airtime Dollars:** \$59,730.00

**Interactive Dollars:** \$0.00

**Non-Airtime Dollars:** \$0.00

**Total Dollars:** \$59,730.00

**Total Spots:** 153

**Primary Demo:** A35-64

**Demo 2:** A35+

**Demo 3:**

**GRP:** 535.20

**CPP:** \$111.60

**GIMP:** 0

**CPM:** \$0.00

**Comments:** Separation: 30

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

**Local/National:** Local

**Rep Office:** WDAY-S2

**AE:** Joshua Rohrer

**Phone:**

**OrderID:** 7575443

**Status:** Revision Confirmed

**MarketShare:**

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			
						7/30	8/6	8/13		Rtg	CPP	Imp	CPM
1	MTuWThF 6A-7A FIRST NEWS	EM	\$250.00	C	30	5	5	5	15	3.00	\$83.33		
A													
2	MTuWThF 7A-8A GD MRN AMR-ABC	EM	\$350.00	C	30	5	5	5	15	3.03	\$115.51		
A													
3	MTuWThF 8A-9A GD MRN AMR-ABC	EM	\$150.00	C	30	5	5	5	15	2.23	\$67.26		
A													
4	Sa 7A-8:30A FIRST NEWS SAT	EM	\$60.00	C	30	1	1	1	3	1.30	\$46.15		
A													
5	MTuWThF 9A-10A LVE-KELLY&RYAN<	DT	\$30.00	C	30	5	5	5	15	1.20	\$25.00		

## Revision, Version 2 (Page 2)

**Agency:** Odney Advertising  
**Client:** 30 - KEVIN CRAMER FOR US SENATE

**Station:** WDAY-S2  
**Product:** 55 - CRAMER FOR US SENATE 7

**Order ID:** 7575443  
**Estimate:** 507 - CRAM - 2018 7.30-8.12

Flight Start: 07/30/2018

Flight End: 08/19/2018

Received in ePort: 8/8/2018 10:40:59 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len					Total Spots	A35-64			
						7/30	8/6	8/13			Rtg	CPP	Imp	CPM
C														
6	MTuWThF 5P-5:30P 5 OCLOCK NWS	EN	\$600.00	C	30	5	5	5		15	3.44	\$174.42		
A														
7	MTuWThF 6P-6:30P 6 OCLOCK NWS	EN	\$900.00	C	30	5	5	5		15	7.00	\$128.57		
A														
8	Sa 6P-6:30P SAT 6PM NEWS	EN	\$300.00	C	30	1	1	1		3	2.80	\$107.14		
A														
9	Su 5:30P-6P WDAY NEWS@5:30	EN	\$200.00	C	30	1	1	1		3	4.50	\$44.44		
B														
10	MTuWThF 6:30P-7P ENT TONIGHT 30	PA	\$400.00	C	30	5	5	5		15	3.00	\$133.33		
A														
11	MTuWThF 10P-10:35P 10 OCLOCK NWS<	LN	\$850.00	C	30	5	5	5		15	7.00	\$121.43		
A														
12	Sa 10P-10:35P WDAY SAT 10P NEWS	LN	\$200.00	C	30	1	1	1		3	3.80	\$52.63		
B														
13	Su 10P-10:35P SUN 10PM NEWS<	LN	\$600.00	C	30	1	1	1		3	7.00	\$85.71		
A														
14	MTuWThF 10:35P-11:35P J KIMMEL!-ABC<	LF	\$150.00	C	30	5	5	5		15	1.50	\$100.00		
A														
15	Su 10:35P-11:05P SPORT SUNDAY<	LF	\$150.00	C	30	1	1	1		3	2.00	\$75.00		
A														
Total Spots:						51	51	51						
Total GRP:						178.4	178.4	178.4						
Cash\$ - Spots: \$59,730.00 - 153    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$59,730.00    Total GRP - CPP: 535.2 - \$111.60    Total GIMP(000) - CPM: 0 - \$0.00														