Revision, Version 2

Agency:	Odney Advertising	**Station:**	WDAY-S2	**Flight Start:**	04/23/2018
Office:	Bismarck	**Order Type:**	Normal	**Flight End:**	05/13/2018
Client:	26 - ARMSTRONG FOR CONGRESS	**Cancel Date:**		**Hiatus:**	
Product:	48 - ARMSTRONG FOR CONGRESS				
Piggyback Product:					
Estimate:	375 - ARMS 2018 - 4-28 - 5-13 Broadcast	**Received in ePort:**	4/23/2018 8:43:34 AM		
				Airtime Dollars:	$20,465.00
				Interactive Dollars:	$0.00
Primary Demo:	A35-64	**Local/National:**	Local	**Non-Airtime Dollars:**	$0.00
Demo 2:		**Rep Office:**	WDAY-S2	**Total Dollars:**	$20,465.00
Demo 3:		**AE:**	Joshua Rohrer	**Total Spots:**	108
GRP:	458.24	**Phone:**			
CPP:	$44.66	**OrderID:**	7281021		
GIMP:	0	**Status:**	Revision Confirmed		
CPM:	$0.00			**MarketShare:**	
Comments:	Flight starts Sat 4/28 - Sun 5/13 Separation: 30				

Terms of Sale: Odney is placing this order on behalf of Armstrong for Congress.

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	4/23	4/30	5/7	Total Spots	A35-64 Rtg	A35-64 CPP	A35-64 Imp	A35-64 CPM
1	MTuWThF 6A-7A First News Hour 2	EM	$125.00	C	30	0	5	5	10	4.30	$29.07		
B													
2	MTuWThF 7A-8A Good Morning America Hour 1	EM	$175.00	C	30	0	5	5	10	4.24	$41.27		
B													
3	MTuWThF 8A-9A Good Morning America Hour 2	EM	$75.00	C	30	0	3	5	8	2.30	$32.61		
B													

Revision, Version 2 (Page 2)

Agency:	Odney Advertising	**Station:**	WDAY-S2	**Order ID:**	7281021
Client:	26 - ARMSTRONG FOR CONGRESS	**Product:**	48 - ARMSTRONG FOR CONGRESS	**Estimate:**	375 - ARMS 2018 - 4-28 - 5-13 Broadcast
Flight Start:	04/23/2018	**Flight End:**	05/13/2018	**Received in ePort:**	4/23/2018 8:43:34 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	4/23	4/30	5/7	Total Spots	A35-64 Rtg	A35-64 CPP	A35-64 Imp	A35-64 CPM
4	Sa 7A-8:30A First News Saturday	EM	$60.00	C	30	1	1	2	4	2.30	$26.09		
B													
5	MTuWThF 9A-10A Live! with Kelly and Ryan	DT	$30.00	C	30	0	5	10	15	1.30	$23.08		
C													
6	MTuWThF 5P-5:30P WDAY/WDAZ News at 5	EN	$175.00	C	30	0	5	5	10	4.42	$39.59		
B													
7	MTuWThF 6P-6:30P WDAY/WDAZ News at 6	EN	$350.00	C	30	0	5	5	10	8.84	$39.59		
B													
8	Sa 6P-6:30P Saturday Early News	EN	$100.00	C	30	1	0	1	2	3.89	$25.71		
B													
9	Su 5:30P-6P Sunday Early News	EN	$200.00	C	30	1	0	1	2	4.11	$48.66		
B													
10	MTuWThF 6:30P-7P Entertainment Tonight	PA	$200.00	C	30	0	1	5	6	3.41	$58.65		
B													
11	M 7P-9P DANCING W/THE STARS	PT	$500.00	C	30	0	0	2	2	4.50	$111.11		
B													
12	Th 7P-8P Grey`s Anatomy	PT	$500.00	C	30	0	0	1	1	4.00	$125.00		
B													
13	F 9P-10P 20/20	PT	$225.00	C	30	0	0	1	1	2.70	$83.33		
B													
14	MTuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	$425.00	C	30	0	5	5	10	7.60	$55.92		
B													
15	Sa 10P-10:35P 10P News Saturday	LN	$200.00	C	30	1	1	1	3	5.20	$38.46		
B													
16	Su 10P-10:35P 10P News Sunday	LN	$450.00	C	30	1	1	1	3	9.00	$50.00		

Revision, Version 2 (Page 3)

Agency:	Odney Advertising	**Station:**	WDAY-S2	**Order ID:**	7281021
Client:	26 - ARMSTRONG FOR CONGRESS	**Product:**	48 - ARMSTRONG FOR CONGRESS	**Estimate:**	375 - ARMS 2018 - 4-28 - 5-13 Broadcast
Flight Start:	04/23/2018	**Flight End:**	05/13/2018	**Received in ePort:**	4/23/2018 8:43:34 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	4/23	4/30	5/7	Total Spots	A35-64 Rtg	A35-64 CPP	A35-64 Imp	A35-64 CPM
B													
17	MTuWThF 10:35P-11:35P Jimmy Kimmel	LF	$75.00	C	30	0	2	5	7	1.57	$47.77		
B													
18	Su 10:35P-11:05P WDAY/WDAZ Sports Sunday	LF	$125.00	C	30	1	1	1	3	2.53	$49.41		
B													
19	W 9P-10P Designated Survivor	PT	$300.00	C	30	0	0	1	1	3.80	$78.95		
B													
				Total Spots:		6	40	62					
				Total GRP:		27.0	186.0	245.2					

Cash$ - Spots: $20,465.00 - 108 Trade$ - Spots: $0.00 - 0 Total Cost: $20,465.00 Total GRP - CPP: 458.2 - $44.66 Total GIMP(000) - CPM: 0 - $0.00