

ORDER



Orders
Order / Rev: 46654
Alt Order #: 21722
Product Desc: 2024 Primary
Estimate: 2024 Primary
Flight Dates: 04/05/24 - 05/20/24
Original Date / Rev: 04/04/24 / 04/04/24
Order Type: GENERAL

KOBI
Primary AE: Lila Hampton
Sales Office: L-MED
Sales Region: Local

Agency Name: Committee to Elect Johan Pietila for J
Buying Contact:
Billing Contact: Johan Pietila
 3701 Ross Ln
 Central Point, OR 97502

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: Committee to Elect Johan Pietila for J
Demographic: A18+
Product Codes: Political Jackson County
Revenue Code 1: AGY
Revenue Code 2: LOC-AG
Revenue Code 3: POL-CAND
Priority: P-05

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/30/24	18	\$447.00	\$447.00
05/01/24	05/17/24	36	\$1,023.00	\$1,023.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	18	\$447.00	\$447.00	61.40
May 2024	36	\$1,023.00	\$1,023.00	124.60
Totals	54	\$1,470.00	\$1,470.00	186.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lila Hampton			Start Of Order - End Of Order	100%

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	04/22/24	05/19/24	NBC 5 News @ Sunrise	CM	5:28 AM-6:58 AM	MTWTF--	:15	2	\$12.00	P-04	2.80	NM	15	\$180.00
				NBC5 News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$12.00		2.80			
		Week: 04/29/24	05/05/24	MTWTF--		5				\$12.00		2.80			
		Week: 05/06/24	05/12/24	MTWTF--		5				\$12.00		2.80			
		Week: 05/13/24	05/19/24	MTWTF--		3				\$12.00		2.80			
N 2	All	04/22/24	05/19/24	NBC 5 News @ Sunrise	CM	5:28 AM-6:58 AM	MTWTF--	:30	2	\$20.00	P-04	2.80	NM	8	\$160.00
				NBC5 News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$20.00		2.80			
		Week: 04/29/24	05/05/24	MTWTF--		2				\$20.00		2.80			
		Week: 05/06/24	05/12/24	MTWTF--		2				\$20.00		2.80			
		Week: 05/13/24	05/19/24	MTWTF--		2				\$20.00		2.80			
N 3	All	04/22/24	05/12/24	Today Show I	CM	6:58 AM-9:00 AM	MTWTF--	:15	1	\$18.00	P-04	3.90	NM	5	\$90.00
				Today Show I											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$18.00		3.90			
		Week: 04/29/24	05/05/24	MTWTF--		2				\$18.00		3.90			
		Week: 05/06/24	05/12/24	MTWTF--		2				\$18.00		3.90			
N 4	All	04/22/24	05/12/24		CM	6:58 AM-9:00 AM	MTWTF--	:30	1	\$30.00	P-04	3.90	NM	7	\$210.00

Order / Rev: 46654
 Alt Order #: 21722
 Flight Dates: 04/05/24 - 05/20/24

Advertiser: Committee to Elect Johan Pietila for Jaci
 Product Desc: 2024 Primary
 Estimate: 2024 Primary
KOBI

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show I											
				Today Show I											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	MTWTF--					1	\$30.00		3.90			
Week:		04/29/24	05/05/24	MTWTF--					3	\$30.00		3.90			
Week:		05/06/24	05/12/24	MTWTF--					3	\$30.00		3.90			
N 5	All	04/22/24	05/19/24	NBC5 News @ 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	2	\$45.00	P-04	4.20	NM	10	\$450.00
				NBC5 News @ 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	MTWTF--					2	\$45.00		4.20			
Week:		04/29/24	05/05/24	MTWTF--					3	\$45.00		4.20			
Week:		05/06/24	05/12/24	MTWTF--					3	\$45.00		4.20			
Week:		05/13/24	05/19/24	MTWTF--					2	\$45.00		4.20			
N 6	All	04/29/24	05/12/24	M-F 730p-8p	CM	7:30 PM-7:58 PM	MTWTF--	:30	2	\$45.00	P-04	3.20	NM	4	\$180.00
				Person Place or Thing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/29/24	05/05/24	MTWTF--					2	\$45.00		3.20			
Week:		05/06/24	05/12/24	MTWTF--					2	\$45.00		3.20			
N 7	All	04/22/24	05/12/24	Late 11p News M-F	CM	11:00 PM-11:35 PM	MTWTF--	:30	1	\$40.00	P-04	4.00	NM	5	\$200.00
				Late 11p News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	MTWTF--					1	\$40.00		4.00			
Week:		04/29/24	05/05/24	MTWTF--					2	\$40.00		4.00			
Week:		05/06/24	05/12/24	MTWTF--					2	\$40.00		4.00			
													Totals	54	\$1,470.00



Proposal ID: 21722
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/5/2024 - 5/20/2024
 Advertiser: Committee to Elect Johan Pietila for Jac
 Product: Political Jackson County
 Agency: Committee to Elect Johan Pietila for Jac
 Spot Length(s): :15,:30
 Report: Planner

Acct. Exec: Lila Hampton
 Email: lhampton@kob1.com

Flight Dates: 4/5/2024-5/20/2024

Program Time	Spot Length	AP MY				CS-A18+	CS-A18+	CS-A35-54	CS-A35-54	CS-W35-54	CS-W35-54	Wk s	Rate Spots
		22	29	6	13	CS.RTG	CS.000	CS.RTG	CS.SHR	CS.RTG	CS.SHR		
KOB1+													
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:15	2	5	5	3	2.8	3.395	2.7	1.198	2.7	0.856	4	\$12.00 15
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:30	2	2	2	2	2.8	3.395	2.7	1.198	2.7	0.856	4	\$20.00 8
Today Show Mo-Fr 6:58a-9:00a	:15	1	2	2	--	3.9	4.688	3.8	1.684	3.8	1.227	3	\$18.00 5
Today Show Mo-Fr 6:58a-9:00a	:30	1	3	3	--	3.9	4.688	3.8	1.684	3.8	1.227	3	\$30.00 7
NBC5 News at 7pm Mo-Fr 7:00p-7:30p	:30	2	3	3	2	4.2	5.115	3.9	1.737	3.9	1.257	4	\$45.00 10
Person, Place, or Thing Mo-Fr 7:30p-7:58p	:30	--	2	2	--	3.2	3.858	3.0	1.339	3.1	0.985	2	\$45.00 4
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:30	1	2	2	--	4.0	4.796	3.6	1.602	3.5	1.128	3	\$40.00 5
KOB1+ Totals												\$1,470.00	
GRP/(000)						186.0	224.903	176.7	78.498	176.6	56.562	Spts: 54	

Total Cost:	\$1,470.00	
Agency Commission @ 0%:	\$0.00	
Net Cost:	\$1,470.00	Signature _____

General Summary (CS-A18+ CS.RTG)											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KOB1+	54	\$1,470.00	186.0	224.903	61.7	3.0	35.8	\$7.90	\$6.54	74,613	120,985



Proposal ID: 21722
 Market: MEDFORD-KLAMATH FALLS [138]
 Station: KOB1+
 Schedule Date: 4/5/2024 - 5/20/2024
 Spot Length(s): :15, :30
 Book: CS-Jan/2024
 Report: Planner
 Author: Lila Hampton

Acct. Exec: Lila Hampton
 Email: lhampton@kobi5.com

Flight Dates: 4/5/2024-5/20/2024

Program Time	Spot Length	AP 22	AP 29	MY 6	MY 13	CS-A18+ CS.RTG	CS-A18+ CS.000	CS-A35-54 CS.RTG	CS-A35-54 CS.SHR	CS-W35-54 CS.RTG	CS-W35-54 CS.SHR	Wks	Rate Spots
KOB1+													
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:15	2	5	5	3	2.8	3.395	2.7	1.198	2.7	0.856	4	\$12.00 15
NBC5 News at Sunrise Mo-Fr 5:28a-6:58a	:30	2	2	2	2	2.8	3.395	2.7	1.198	2.7	0.856	4	\$20.00 8
Today Show Mo-Fr 6:58a-9:00a	:15	1	2	2	--	3.9	4.688	3.8	1.684	3.8	1.227	3	\$18.00 5
Today Show Mo-Fr 6:58a-9:00a	:30	1	3	3	--	3.9	4.688	3.8	1.684	3.8	1.227	3	\$30.00 7
NBC5 News at 7pm Mo-Fr 7:00p-7:30p	:30	2	3	3	2	4.2	5.115	3.9	1.737	3.9	1.257	4	\$45.00 10
Person, Place, or Thing Mo-Fr 7:30p-7:58p	:30	--	2	2	--	3.2	3.858	3.0	1.339	3.1	0.985	2	\$45.00 4
NBC5 News at 11pm Mo-Fr 11:00p-11:35p	:30	1	2	2	--	4.0	4.796	3.6	1.602	3.5	1.128	3	\$40.00 5
KOB1+ Totals												\$1,470.00	
GRP/(000)						186.0	224.903	176.7	78.498	176.6	56.562	Spts:	54

Total Cost: \$1,470.00
 Agency Commission @ 15%: \$220.50
 Net Cost: \$1,249.50

Signature

General Summary (CS-A18+ CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Population
KOB1+	54	\$1,470.00	186.0	224.903	61.7	3.0	\$7.90	\$6.54	120,985

Gregorian Summary (CS-A18+ CS.RTG)

Description	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions (000)	CPP	CPM
Apr/24	17	31%	\$464.00	32%	\$394.40	59.0	32%	71.312	\$7.86	\$6.51
May/24	37	69%	\$1,006.00	68%	\$855.10	127.0	68%	153.591	\$7.92	\$6.55
Total (CS-A18+)	54	100%	\$1,470.00	100%	\$1,249.50	186.0	100%	224.903	\$7.90	\$6.54

Multi-Demo Summary (CS-A18+ CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Population
CS-A18+	54	\$1,470.00	186.0	224.903	61.7	3.0	\$7.90	\$6.54	120,985
CS-A35-54	54	\$1,470.00	176.7	78.498	58.7	3.0	\$8.32	\$18.73	44,601
CS-W35-54	54	\$1,470.00	176.6	56.562	59.0	3.0	\$8.32	\$25.99	31,955