

WOC13604684 [00.00]

Order Printout



| | | |
|--------------------------|--------------------------------------|--------------------------------|
| Order Status: Opened-New | Start/End Dates: 05/14/22 - 05/16/22 | C/P/E: PAXT / ORDR / 514516 |
| Traffic Order #: KJAC-T | Agency: Smart Media Group | Product Desc.: Order |
| Buyer Order #: 30081131 | Advertiser: Ken Paxton Campaign | Estimate Desc.: |
| AE: Taylor Fritsch | Buyer: Elaine Gaeckler | Total Cost: \$435.00 (Cash) |
| Property: KJAC TV | Primary Demo: Adults 55+ (RTG) | Received Date: 5/13/22 9:36 AM |
| Sales Region: National | | |

Comments:

New Order Starts TOMORROW. Payment will be issued today, traffic already sent. PS CFM ASAP. ELAINE FOR LYNDA

Terms Of Sale:

| List Items | | | | | | | Spots | | | | | | | | | | | Totals | | Adults 55+ | | | Adults 55+ | | | |
|------------|---------------------|----|-----|-----------------|---------|-------|-------|--------|--|--|--|--|--|--|--|--|--|--------|-------------|------------|------|------|------------|------|------|-------|
| Line | Program | ST | Len | Time | Days | Rate | May 9 | May 16 | | | | | | | | | | | Total Spots | Total Cost | RTG | GRP | CPP | 000 | IMP | CPM |
| 1 | INSIDE EDITION | NM | :30 | 5:00 PM-5:30 PM | -----S- | 25.00 | 1 | 0 | | | | | | | | | | | 1 | 25.00 | 1.00 | 1.00 | 25.00 | 1.30 | 1.30 | 19.23 |
| 2 | INSIDE EDITION | NM | :30 | 5:00 PM-5:30 PM | -----S | 25.00 | 1 | 0 | | | | | | | | | | | 1 | 25.00 | 1.10 | 1.10 | 22.73 | 1.50 | 1.50 | 16.67 |
| 3 | 12 NEWS DAYBREAK AT | NM | :30 | 5:00 AM-6:00 AM | M----- | 5.00 | 0 | 1 | | | | | | | | | | | 1 | 5.00 | 0.60 | 0.60 | 8.33 | 0.80 | 0.80 | 6.25 |
| 4 | 12 NEWS DAYBREAK AT | NM | :30 | 6:00 AM-7:00 AM | M----- | 10.00 | 0 | 1 | | | | | | | | | | | 1 | 10.00 | 0.60 | 0.60 | 16.67 | 0.80 | 0.80 | 12.50 |
| 5 | TODAY SHOW SAT | NM | :30 | 7:00 AM-8:30 AM | -----S- | 20.00 | 1 | 0 | | | | | | | | | | | 1 | 20.00 | 0.70 | 0.70 | 28.57 | 0.90 | 0.90 | 22.22 |
| 6 | TODAY SHOW SUN | NM | :30 | 8:00 AM-9:00 AM | -----S | 25.00 | 1 | 0 | | | | | | | | | | | 1 | 25.00 | 0.70 | 0.70 | 35.71 | 1.00 | 1.00 | 25.00 |

| List Items | | | | | | | Spots | | | | | | | | | | | | | Totals | | Adults 55+ | | | Adults 55+ | | |
|------------------|---------------------|----|-----|------------------|---------|--------|--------|--------|--|--|--|--|--|--|--|--|--|--|-------------|------------|------|------------|-------|------|------------|-------|--|
| Line | Program | ST | Len | Time | Days | Rate | May 9 | May 16 | | | | | | | | | | | Total Spots | Total Cost | RTG | GRP | CPP | 000 | IMP | CPM | |
| 7 | MEET THE PRESS | NM | :30 | 9:00 AM-10:00 AM | -----S | 35.00 | 1 | 0 | | | | | | | | | | | 1 | 35.00 | 1.40 | 1.40 | 25.00 | 1.90 | 1.90 | 18.42 | |
| 8 | NBC NIGHTLY NEWS SA | NM | :30 | 5:30 PM-6:00 PM | -----S- | 125.00 | 1 | 0 | | | | | | | | | | | 1 | 125.00 | 4.10 | 4.10 | 30.49 | 5.30 | 5.30 | 23.58 | |
| 9 | NBC NIGHTLY NEWS SU | NM | :30 | 5:30 PM-6:00 PM | -----S | 125.00 | 1 | 0 | | | | | | | | | | | 1 | 125.00 | 1.50 | 1.50 | 83.33 | 1.90 | 1.90 | 65.79 | |
| 10 | TWO AND A HALF MEN | NM | :30 | 6:00 PM-6:30 PM | M----- | 40.00 | 0 | 1 | | | | | | | | | | | 1 | 40.00 | 1.20 | 1.20 | 33.33 | 1.50 | 1.50 | 26.67 | |
| Spot Totals: | | | | | | | 7 | 3 | | | | | | | | | | | 10 | 435.00 | | 12.90 | | | | 16.90 | |
| Adults 55+ GRP: | | | | | | | 10.50 | 2.40 | | | | | | | | | | | | | | | | | | | |
| Adults 55+ GIMP: | | | | | | | 13.80 | 3.10 | | | | | | | | | | | | | | | | | | | |
| Rate Totals: | | | | | | | 380.00 | 55.00 | | | | | | | | | | | | | | | | | | | |

| MONTH | SPOTS | COST | GRP | MONTH | SPOTS | COST | GRP |
|-------|-------|----------|-------|-------|-------|------|-----|
| May | 10 | \$435.00 | 12.90 | | | | |