

ORDER



KIMT-TV

Orders
Order / Rev: 84318
Alt Order #: 14457
Product Desc: 2024 Primary Election
Estimate:
Flight Dates: 05/20/24 - 06/02/24
Original Date / Rev: 05/15/24 / 05/15/24
Order Type: GENERAL

Primary AE: House Mason City
Sales Office: MAS-L
Sales Region: Local

Agency Name: Strategic America --EDI
Buying Contact:
Billing Contact:
 6600 WESTOWN PKWY STE 100
 WEST DES MOINES, IA 50266-7708

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Iowans for Renewable Energy
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL - ISS
Priority: P-1

New Business End:
Advertiser External ID:
Agency External ID: 1259
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	36	\$13,700.00	\$11,645.00
05/27/24	06/02/24	35	\$13,400.00	\$11,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	36	\$13,700.00	\$11,645.00	82.11
June 2024	35	\$13,400.00	\$11,390.00	79.95
Totals	71	\$27,100.00	\$23,035.00	162.06

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Mason City			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KIMT	05/20/24	06/02/24	KIMT News 3 Daybreak 6M KIMT News 3 Daybreak 5-7a	CM	M-F News 5a-7a	MTWTF--	:30	4	\$150.00	P-1	1.93	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	MTWTF--		4				\$150.00		1.93			
		Week: 05/27/24	06/02/24	MTWTF--		4				\$150.00		1.93			
N 2	KIMT	05/20/24	06/02/24	CBS This Morning CBS This Morning	CM	M-F 7a-9a	MTWTF--	:30	4	\$250.00	P-1	2.44	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	MTWTF--		4				\$250.00		2.44			
		Week: 05/27/24	06/02/24	MTWTF--		4				\$250.00		2.44			
N 3	KIMT	05/20/24	06/02/24	Let's Make a Deal Let's Make a Deal (9AM)	CM	M-F 9a-10a	MTWTF--	:30	2	\$250.00	P-1	2.13	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	MTWTF--		2				\$250.00		2.13			
		Week: 05/27/24	06/02/24	MTWTF--		2				\$250.00		2.13			
N 4	KIMT	05/20/24	06/02/24	The Price Is Right The Price is Right	CM	M-F 10a-11a	MTWTF--	:30	1	\$500.00	P-1	2.76	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	MTWTF--		1				\$500.00		2.76			
		Week: 05/27/24	06/02/24	MTWTF--		1				\$500.00		2.76			
N 5	KIMT	05/20/24	06/02/24		CM	M-F 11a-12p	MTWTF--	:30	2	\$200.00	P-1	2.06	NM	4	\$800.00

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Advertiser: lowans for Renewable Energy
 Product Desc: 2024 Primary Election
 Estimate: KIMT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Young & The Restless											
				The Young & The Restless											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	MTWTF--		2				\$200.00		2.06			
Week:		05/27/24	06/02/24	MTWTF--		2				\$200.00		2.06			
N 6	KIMT	05/20/24	06/02/24	KIMT News 3 Midday	CM	KIMT 3 Midday 12p	MTWTF--	:30	4	\$250.00	P-1	2.59	NM	8	\$2,000.00
				KIMT 3 Midday 12p-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	MTWTF--		4				\$250.00		2.59			
Week:		05/27/24	06/02/24	MTWTF--		4				\$250.00		2.59			
N 7	KIMT	05/20/24	06/02/24	KIMT First News at 4 M-EM	CM	M-F 4P News	MTWTF--	:30	2	\$300.00	P-1	2.16	NM	5	\$1,500.00
				KIMT First News at 4 M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	MTWTF--		3				\$300.00		2.16			
Week:		05/27/24	06/02/24	MTWTF--		2				\$300.00		2.16			
N 8	KIMT	05/20/24	06/02/24	KIMT News 3 at 5pm M-EM	CM	M-F 5-530p News	MTWTF--	:30	4	\$750.00	P-1	2.38	NM	8	\$6,000.00
				KIMT News 3 at 5pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	MTWTF--		4				\$750.00		2.38			
Week:		05/27/24	06/02/24	MTWTF--		4				\$750.00		2.38			
N 9	KIMT	05/20/24	06/02/24	CBS Saturday Morning	CM	Sa 6a-8a	-----S-	:30	2	\$150.00	P-1	1.16	NM	4	\$600.00
				CBS This Morning Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S-		2				\$150.00		1.16			
Week:		05/27/24	06/02/24	-----S-		2				\$150.00		1.16			
N 10	KIMT	05/20/24	06/02/24	KIMT News 3 @6 Sat	CM	Sa 6p-630p	-----S-	:30	1	\$200.00	P-1	2.09	NM	2	\$400.00
				KIMT News 3 @6 Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S-		1				\$200.00		2.09			
Week:		05/27/24	06/02/24	-----S-		1				\$200.00		2.09			
N 11	KIMT	05/20/24	06/02/24	Sa 630p-7p	CM	Sa 630p-7p	-----S-	:30	1	\$500.00	P-1	2.94	NM	2	\$1,000.00
				Sa 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S-		1				\$500.00		2.94			
Week:		05/27/24	06/02/24	-----S-		1				\$500.00		2.94			
N 12	KIMT	05/20/24	06/02/24	Sa 10p Late News	CM	Sa 10-1035p	-----S-	:30	1	\$500.00	P-1	3.01	NM	2	\$1,000.00
				KIMT News 3 @ 10 Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S-		1				\$500.00		3.01			
Week:		05/27/24	06/02/24	-----S-		1				\$500.00		3.01			
N 13	KIMT	05/20/24	06/02/24	CBS Sunday Morning	CM	8a-930a	-----S	:30	1	\$1,200.00	P-1	3.80	NM	2	\$2,400.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S		1				\$1,200.00		3.80			
Week:		05/27/24	06/02/24	-----S		1				\$1,200.00		3.80			
N 14	KIMT	05/20/24	06/02/24	KIMT News 3 @530 Sur	CM	Su 530p News	-----S	:30	1	\$200.00	P-1	2.85	NM	2	\$400.00
				KIMT News 3 @530 Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S		1				\$200.00		2.85			
Week:		05/27/24	06/02/24	-----S		1				\$200.00		2.85			
N 15	KIMT	05/20/24	06/02/24	Su 10p Late News	CM	Su 10p-1035p	-----S	:30	1	\$1,000.00	P-1	3.04	NM	2	\$2,000.00
				KIMT News 3 @10 Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S		1				\$1,000.00		3.04			
Week:		05/27/24	06/02/24	-----S		1				\$1,000.00		3.04			
N 16	KIMT	05/20/24	06/02/24	Jeopardy II	CM	M-F 3-330p	MTWTF--	:30	2	\$350.00	P-1	1.77	NM	4	\$1,400.00
				Jeopardy II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	MTWTF--		2				\$350.00		1.77			
Week:		05/27/24	06/02/24	MTWTF--		2				\$350.00		1.77			

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N17	KIMT	05/20/24	06/02/24	Jeopardy I Jeopardy I	CM	M-F 330p-4p	MTWTF--	:30	2	\$600.00	P-1	1.77	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	MTWTF--		2				\$600.00		1.77			
		Week: 05/27/24	06/02/24	MTWTF--		2				\$600.00		1.77			
													Totals	71	\$27,100.00