

## ORDER



WDAF-TV

## Orders

Order / Rev: 342521  
 Alt Order #: 08281041  
 Product Desc: RANGLES FOR LT GOV  
 Estimate: 1003  
 Flight Dates: 07/26/16 - 08/02/16  
 Original Date / Rev: 07/15/16 / 07/15/16  
 Order Type: GENERAL

Primary AE: Nick Welte  
 Sales Office: NPHL  
 Sales Region: National

## Agency

Name: SRCP Media  
 Buying Contact:  
 Billing Contact:  
 201 N Union St  
 Alexandria, VA 22314

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

## Advertiser

Name: Randles/R/Lt Gov MO  
 Demographic: A35+  
 Product Codes: PL2.f.ii  
 Priority: Default  
 Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/31/16	90	\$40,875.00	\$34,743.75
08/01/16	08/02/16	29	\$14,850.00	\$12,622.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	90	\$40,875.00	\$34,743.75	0.00
August 2016	29	\$14,850.00	\$12,622.50	0.00
Totals	119	\$55,725.00	\$47,366.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WDAF-TV	24%	\$55,725.00
Market	100%	\$232,187.50

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	27%	\$62,690.62
KCWE	0%	\$0.00
KMBC	28%	\$65,012.50
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	21%	\$48,759.38
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	07/26/16	08/01/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	TWTF--	:30	4	\$500.00	03	0.00	NM	4	\$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:		07/26/16	08/01/16	MTWTF--			4		\$500.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	07/26/16	08/01/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	MTWTF--	:30	4	\$500.00	03	0.00	NM	4	\$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: 07/26/16	08/01/16	MTWTF--					4	\$500.00		0.00			
N 6	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$650.00	03	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					3	\$650.00		0.00			
N 7	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$650.00	03	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					3	\$650.00		0.00			
8	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$450.00	04	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					3	\$450.00		0.00			
N 11	4	07/31/16	07/31/16	Su 5p-6p Su 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-----1	:30	1	\$300.00	04	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	-----1					1	\$300.00		0.00			
N 16	4	08/02/16	08/02/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-1-----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-1-----					1	\$650.00		0.00			
17	4	08/02/16	08/02/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-1-----	:30	1	\$450.00	04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-1-----					1	\$450.00		0.00			
20	4	07/26/16	07/29/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PI-TWTF--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	-TWTF--					1	\$500.00		0.00			
N 21	4	07/26/16	08/01/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	MTWTF--	:30	4	\$275.00	03	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					4	\$275.00		0.00			
22	4	07/26/16	08/01/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$800.00	03	0.00	NM	3	\$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: 07/26/16	08/01/16	MTWTF--					3	\$800.00		0.00			
23	4	07/26/16	08/01/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$750.00	03	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					4	\$750.00		0.00			
24	4	07/26/16	08/01/16	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	4	\$800.00	03	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					4	\$800.00		0.00			
N 25	4	07/26/16	08/01/16	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	1	\$1,250.00	03	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					1	\$1,250.00		0.00			
N 26	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	2	\$650.00	03	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					2	\$650.00		0.00			
N 27	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$650.00	03	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/16	08/01/16	MTWTF--					2	\$650.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$650.00	03	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		2			\$650.00		0.00				
28	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	2	\$450.00	04	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		2			\$450.00		0.00				
N29	4	07/26/16	08/01/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	5	\$300.00	03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$300.00		0.00				
N30	4	07/26/16	08/01/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	5	\$300.00	03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$300.00		0.00				
N31	4	07/31/16	07/31/16	Su 7a-9a Su 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----1	:30	1	\$200.00	07	0.00	NM	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: 07/25/16	07/31/16	-----1		1			\$200.00		0.00				
N32	4	07/31/16	07/31/16	Su 7a-9a Su 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----1	:30	1	\$200.00	07	0.00	NM	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: 07/25/16	07/31/16	-----1		1			\$200.00		0.00				
N33	4	07/31/16	07/31/16	Su 7a-9a Su 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----1	:30	1	\$200.00	07	0.00	NM	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: 07/25/16	07/31/16	-----1		1			\$200.00		0.00				
34	4	08/02/16	08/02/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-T-----	:30	1	\$800.00	03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/02/16	08/08/16	-T-----		1			\$800.00		0.00				
35	4	08/02/16	08/02/16	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	:30	1	\$800.00	03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/02/16	08/08/16	-T-----		1			\$800.00		0.00				
N36	4	08/02/16	08/02/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-T-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/02/16	08/08/16	-T-----		1			\$300.00		0.00				
N37	4	08/02/16	08/02/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-T-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/02/16	08/08/16	-T-----		1			\$300.00		0.00				
N38	4	07/26/16	08/01/16	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$300.00	03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$300.00		0.00				
N39	4	07/26/16	08/01/16	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$100.00	07	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$100.00		0.00				
N40	4	07/26/16	08/01/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PMTWTF--	:30	5	\$275.00	03	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$275.00		0.00				
N41	4	07/26/16	08/01/16	M-F 3p-330p M-F 3p-330p	CM	3p-330p	MTWTF--	:30	5	\$275.00	03	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$275.00		0.00				

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N 41	4	07/26/16	08/01/16	M-F 3p-330p M-F 3p-330p	CM	3p-330p	MTWTF--	:30	5	\$275.00	03	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$275.00		0.00				
N 42	4	07/26/16	08/01/16	M-F 330p-4p M-F 330p-4p	CM	330p-4p	MTWTF--	:30	5	\$275.00	03	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$275.00		0.00				
N 43	4	07/26/16	08/01/16	M-F 4p-430p M-F 4p-430p	CM	4p-430p	MTWTF--	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		4			\$350.00		0.00				
N 44	4	07/26/16	08/01/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	MTWTF--	:30	5	\$350.00	03	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$350.00		0.00				
N 45	4	07/26/16	08/01/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$600.00	03	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$600.00		0.00				
N 46	4	07/26/16	08/01/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$600.00	03	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$600.00		0.00				
N 47	4	07/26/16	08/01/16	M-F 7a-9a M-F 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	5	\$450.00	04	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$450.00		0.00				
N 48	4	07/26/16	08/01/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	MTWTF--	:30	5	\$800.00	03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$800.00		0.00				
N 49	4	07/26/16	08/01/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	MTWTF--	:30	5	\$800.00	03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/26/16	08/01/16	MTWTF--		5			\$800.00		0.00				
N 50	4	07/30/16	07/30/16	Sa 6a-8a Sa 6a-8a Eff 4/23	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-----S-	:30	2	\$200.00	07	0.00	NM	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: 07/26/16	08/01/16	-----S-		2			\$200.00		0.00				
N 51	4	07/30/16	07/30/16	Sa 6a-8a Sa 6a-8a Eff 4/23	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	:30	2	\$200.00	07	0.00	NM	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: 07/26/16	08/01/16	-----S-		2			\$200.00		0.00				
Totals														119	\$55,725.00