

# ORDER



KSHB-TV

**Orders**  
**Order / Rev:** 161114  
**Alt Order #:**  
**Product Desc:** 12 - Media  
**Estimate:** 120 - Missourians for John Brunner June  
**Flight Dates:** 06/23/16 - 06/27/16  
**Original Date / Rev:** 06/22/16 / 06/22/16  
**Order Type:** GENERAL

**Primary AE:** Mike Wang  
**Sales Office:** KSHBN  
**Sales Region:** NAT

**Agency**  
**Name:** Thompson Communications, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 P.O. Box 5  
 Marshfield, MO 65708

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

**Advertiser**  
**Name:** Brunner/Republican/Missouri Govern  
**Demographic:** A25-54  
**Product Codes:** PL State Candidate  
**Priority:** DEF  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/26/16	19	\$2,610.00	\$2,218.50
06/27/16	06/27/16	11	\$2,470.00	\$2,099.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	19	\$2,610.00	\$2,218.50	0.00
July 2016	11	\$2,470.00	\$2,099.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$5,080.00</b>	<b>\$4,318.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Wang	KSHBN	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSHB-TV	20%	\$5,080.00
Market	100%	\$25,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	0%	\$0.00
KCWE	0%	\$0.00
KMBC	0%	\$0.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	80%	\$20,320.00
WDAF	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSHB	06/23/16	06/27/16		CM	4-430am	M--TF--	:30	2	\$5.00	P-3	0.00	NM	3	\$15.00

Order / Rev: 161114  
 Alt Order #:  
 Flight Dates: 06/23/16 - 06/27/16

Advertiser: Brunner/Republican/Missouri Governor  
 Product Desc: 12 - Media  
 Estimate: 120 - Missourians for John Brunner June  
**KSHB-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-430am M-F 4-430am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---TF--					2	\$5.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$5.00		0.00			
2	KSHB	06/23/16	06/27/16	M-F 430-5am News M-F 430-5am News	CM	430-5am	M--TF--	:30	2	\$5.00	P-3	0.00	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---TF--					2	\$5.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$5.00		0.00			
N 3	KSHB	06/23/16	06/24/16	M-F 5-6am News M-F 5-6am News	CM	5-6am	---TF--	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---TF--					2	\$60.00		0.00			
4	KSHB	06/23/16	06/27/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	M---F--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	----F--					1	\$275.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
5	KSHB	06/23/16	06/27/16	Su 6-7am News Su 6-7am News	CM	6-7am	-----S	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	-----S					1	\$25.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
N 6	KSHB	06/23/16	06/27/16	M-F Today Show M-F Today Show	CM	7-9am	M---F--	:30	1	\$300.00	P-2	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: 06/20/16		06/20/16	06/26/16	----F--					1	\$300.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
7	KSHB	06/23/16	06/27/16	Su 8-9am News Su 8-9am News	CM	8-9am	-----S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	-----S					1	\$70.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
8	KSHB	06/27/16	06/27/16	M-F 10-11am M-F 10-11am	CM	10-11am	M-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$40.00		0.00			
9	KSHB	06/23/16	06/24/16	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	---TF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---TF--					2	\$100.00		0.00			
10	KSHB	06/23/16	06/24/16	M-F 3-330pm M-F 3-330pm	CM	3-330pm	---T---	:30	1	\$100.00	P-2	0.00	NM	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: 06/20/16		06/20/16	06/26/16	---T---					1	\$100.00		0.00			
11	KSHB	06/27/16	06/27/16	M-F 3-330pm M-F 3-330pm	CM	3-330pm	M-----	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$45.00		0.00			
12	KSHB	06/24/16	06/24/16	M-F 330-4pm M-F 330-4pm	CM	330-4pm	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	----F--					1	\$175.00		0.00			
14	KSHB	06/23/16	06/27/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	M--TF--	:30	1	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---T---					1	\$325.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$325.00		0.00			
15	KSHB	06/23/16	06/27/16		CM	5-530pm	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

Order / Rev: 161114  
 Alt Order #:  
 Flight Dates: 06/23/16 - 06/27/16

Advertiser: Brunner/Republican/Missouri Governor  
 Product Desc: 12 - Media  
 Estimate: 120 - Missourians for John Brunner June  
**KSHB-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 5-530pm News											
				Sa 5-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	-----S-					1	\$200.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
16	KSHB	06/27/16	06/27/16	M-F Nightly News	CM	530-6pm	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				M-F Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$500.00		0.00			
17	KSHB	06/23/16	06/27/16	M-F 6-630pm News	CM	6-630pm	M--TF--	:30	1	\$475.00	P-2	0.00	NM	2	\$950.00
				M-F 6-630pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---T---					1	\$475.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$475.00		0.00			
18	KSHB	06/23/16	06/27/16	Sa 6-7pm News	CM	6-7pm	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Sa 6-7pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	-----S-					1	\$200.00		0.00			
Week: 06/27/16		06/27/16	07/03/16	-----					0	\$0.00		0.00			
19	KSHB	06/27/16	06/27/16	M-F 10-1035pm News	CM	10-1035pm	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				M-F 10-1035pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$850.00		0.00			
21	KSHB	06/23/16	06/23/16	M-F 4-5pm News	CM	4-5pm	---T---	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
				M-F 4-5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/20/16		06/20/16	06/26/16	---T---					1	\$125.00		0.00			
22	KSHB	06/27/16	06/27/16	M-F 4-5pm News	CM	4-5pm	M-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
				M-F 4-5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$40.00		0.00			
N23	KSHB	06/27/16	06/27/16	M-F 5-6am News	CM	5-6am	M-----	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
				M-F 5-6am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$35.00		0.00			
N24	KSHB	06/27/16	06/27/16	M-F Today Show	CM	7-9am	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				M-F Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$150.00		0.00			
													Totals	30	\$5,080.00