

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1318574  
**Alt Order #:** 08428136  
**Product Desc:** KAY FOR ST REP  
**Estimate:** 2371  
**Flight Dates:** 11/01/16 - 11/08/16  
**Original Date / Rev:** 10/26/16 / 11/09/16  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1911 North Ft. Myer Drive  
 Arlington, VA 22209

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

**Advertiser Name:** Kay, Dwight / State Rep. / R  
**Demographic:** A35+  
**Product Codes:** PL-State/Local  
**Priority:** P03-PB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 83647  
**Agency External ID:** 2928AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	19	\$27,125.00	\$23,056.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	19	\$27,125.00	\$23,056.25	0.00
<b>Totals</b>	<b>19</b>	<b>\$27,125.00</b>	<b>\$23,056.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	25%	\$27,125.00
Market	100%	\$108,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$4,340.00
KETC	0%	\$0.00
KMOV	39%	\$42,315.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	32%	\$34,720.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	11/03/16	11/03/16	Local News @ 5a M-F 5-6a	CM	5-6A	---T---	:30	1	\$450.00	P03-F	0.00	NM	1	\$450.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---			1			\$450.00		0.00			
E 2	KSDK	11/07/16	11/07/16	Local News @ 6a M-F 6-7a	CM	6-7A	M-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00



Advertiser:	Kay, Dwight / State Rep. / R
Product Desc:	KAY FOR ST REP
Estimate:	2371

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---		1				\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/31/16-11/06/16	Local News @ 12p M-F			Noon News	---Th---	:30		<del>(\$300.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4,5.5 [na upon order]															
E 10	KSDK	11/07/16	11/07/16	Jeopardy 430-5p	CM	430-5p	M-----	:30	1	\$1,650.00	P04-C	0.00	NM	1	\$1,650.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----		1				\$1,650.00		0.00			
E 11	KSDK	11/04/16	11/04/16	Jeopardy 430-5p	CM	430-5p	----F--	:30	1	\$1,650.00	P04-C	0.00	NM	0	\$0.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	----F--		1				\$1,650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/31/16-11/06/16	Jeopardy 430-5p			430-5p	-----F--	:30		<del>(\$1,650.00)</del>		0.00	NM		
Credited [credit]															
E 12	KSDK	11/01/16	11/01/16	Local News @ 5p M-F	CM	5-530P	-T-----	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
News Channel 5 at 5P															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-----		1				\$3,375.00		0.00			
E 13	KSDK	11/04/16	11/04/16	Local News @ 5p M-F	CM	5-530P	----F--	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
News Channel 5 at 5P															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	----F--		1				\$3,375.00		0.00			
E 14	KSDK	11/01/16	11/01/16	Local News @ 6p M-F	CM	6-630P	-T-----	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
News Channel 5 at 6P															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-----		1				\$3,375.00		0.00			
E 15	KSDK	11/03/16	11/03/16	Local News @ 6p M-F	CM	6-630P	---T---	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
News Channel 5 at 6P															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---		1				\$3,375.00		0.00			
E 16	KSDK	11/07/16	11/07/16	Local News @ 10p M-F	CM	Local News @ 10pM	M-----	:30	1	\$2,500.00	P03-F	0.00	NM	3	\$2,500.00
Local News @ 10p M-F															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	11/07/16-11/13/16	Local News @ 10p M-F			Local News @ 10	M-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 16.2, 16.3, 16.4 [NA/Oversold]															
2	KSDK	11/05/16-11/05/16	Wheel of Frtune 630-7p Sa			630-7P	-----Sa--	:30		\$1,650.00		0.00	NM		
Ⓜ MG for 16.1 11/07 [na]															
3	KSDK	11/07/16-11/07/16	Ellen 3-4p			3-4p	M-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 16.1 11/07 [na]															
4	KSDK	11/08/16-11/08/16	Local News @ 4a M-F			4-5A	-T-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 16.1 11/07 [na]															
E 17	KSDK	11/01/16	11/01/16	Local News @ 10p M-F	CM	Local News @ 10p	-T-----	:30	1	\$2,500.00	P04-C	0.00	NM	1	\$2,500.00
Local News @ 10p M-F															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
LOCAL NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>						
Week:		10/31/16	11/06/16	- T - - - -	1				\$2,500.00	0.00						
E 18	KSDK	11/02/16	11/02/16	Local News @ 10p M-F CM		Local News @ 10p	- - W - - -	:30	1	\$2,500.00	P04-C	0.00	NM	0	\$0.00	
				Local News @ 10p M-F												
LOCAL NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>						
Week:		10/31/16	11/06/16	- - W - - -	1				\$2,500.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/31/16-11/06/16		Local News @ 10p M-F		Local News @ 10p	- - W - - - - -	:30		<del>(\$2,500.00)</del>	0.00	NM				
Credited [credit]																
E 19	KSDK	11/03/16	11/03/16	Local News @ 10p M-F CM		Local News @ 10p	- - - T - - -	:30	1	\$2,500.00	P04-C	0.00	NM	0	\$0.00	
				Local News @ 10p M-F												
LOCAL NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>						
Week:		10/31/16	11/06/16	- - - T - - -	1				\$2,500.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/31/16-11/06/16		Local News @ 10p M-F		Local News @ 10p	- - - Th - - - -	:30		<del>(\$2,500.00)</del>	0.00	NM				
Credited [credit]																
E 20	KSDK	11/05/16	11/05/16	LN (Sa)	CM	10-1035p	- - - - - S-	:30	1	\$2,250.00	P04-C	0.00	NM	1	\$2,250.00	
				LN (Sa)												
LOCAL NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>						
Week:		10/31/16	11/06/16	- - - - - S-	1				\$2,250.00	0.00						
														Totals	19	\$27,125.00