

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1316878  
**Alt Order #:** 08425322  
**Product Desc:** KAY FOR ST REP  
**Estimate:** 2368  
**Flight Dates:** 10/22/16 - 10/31/16  
**Original Date / Rev:** 10/22/16 / 11/02/16  
**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
09/26/16	10/30/16	19	\$24,150.00	\$20,527.50
10/31/16	10/31/16	8	\$3,450.00	\$2,932.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	19	\$24,150.00	\$20,527.50	0.00
November 2016	8	\$3,450.00	\$2,932.50	0.00
<b>Totals</b>	<b>27</b>	<b>\$27,600.00</b>	<b>\$23,460.00</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%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/23/16	10/23/16	Local News @ 5p Su News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$750.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S			1			\$750.00		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	10/17/16-10/23/16		Local News @ 5p Su		5-530P	-----Su	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 9.2,9.3,9.4,9.5,9.6 [NA DUE TO NO COPY]															
E 2	KSDK	10/24/16	10/24/16	Local News @ 6a M-F 6-7a	CM	6-7A	M-----	:30	1	\$600.00	P03-F	0.00	NM	0	\$0.00
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:		10/24/16	10/30/16	M-----			1			\$600.00		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	10/24/16-10/30/16		Local News @ 6a M-F		6-7A	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 9.2,9.3,9.4,9.5,9.6 [NA DUE TO NO COPY]															
E 3	KSDK	10/24/16	10/24/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	M-----			1			\$2,250.00		0.00			

Order / Rev: 1316878  
 Alt Order #: 08425322  
 Flight Dates: 10/22/16 - 10/31/16

Advertiser: Kay, Dwight / State Rep. / R  
 Product Desc: KAY FOR ST REP  
 Estimate: 2368  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSDK	10/24/16	10/24/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16    10/30/16    M-----                1    \$2,250.00        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 10/24/16-10/30/16 Local News @ 5p M-F                5-530P                M-----      :30( <del>\$2,250.00</del> )    0.00 NM See MG 9.2,9.3,9.4,9.5,9.6 [NA DUE TO NO COPY]															
E 4	KSDK	10/28/16	10/28/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$2,250.00	P03-F	0.00	NM	1	\$2,250.00
LOCAL NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16    10/30/16    ----F--                1    \$2,250.00        0.00															
E 5	KSDK	10/31/16	10/31/16	Today Show Today Show	CM	7-9a	M-----	:30	1	\$750.00	P03-F	0.00	NM	6	\$2,775.00
TODAY SHOW <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    M-----                1    \$750.00        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 Today Show                7-9a                M-----      :30( <del>\$750.00</del> )    0.00 NM See MG 5.2,5.3,5.4,5.5,5.6,5.7 [NA/Oversold] 2 KSDK 10/31/16-10/31/16 Local News @ 12p M-F                Noon News                M-----      :30    \$450.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA] 3 KSDK 10/31/16-10/31/16 Local News @ 12p M-F                Noon News                M-----      :30    \$450.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA] 4 KSDK 10/31/16-10/31/16 Ellen 3-4p                        3-4p                        M-----      :30    \$450.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA] 5 KSDK 10/31/16-10/31/16 Ellen 3-4p                        3-4p                        M-----      :30    \$450.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA] 6 KSDK 10/31/16-10/31/16 Local News @ 6a M-F                6-7A                        M-----      :30    \$750.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA] 7 KSDK 10/31/16-10/31/16 TD Jakes 1-2p                    TD Jakes 1-2p                M-----      :30    \$225.00    0.00 NM Ⓜ MG for 15.1,25.1,29.1,26.1,5.1 [NA]															
E 6	KSDK	10/22/16	10/22/16	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,500.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16    10/23/16    -----S-                1    \$1,500.00        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 10/17/16-10/23/16 LN (Sa)                        10-1035p                -----Sa--  :30( <del>\$1,500.00</del> )    0.00 NM See MG 9.2,9.3,9.4,9.5,9.6 [NA DUE TO NO COPY]															
E 7	KSDK	10/24/16	10/24/16	Local News @ 5a M-F 5-6a	CM	5-6A	M-----	:30	1	\$450.00	P03-F	0.00	NM	0	\$0.00
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: 10/24/16    10/30/16    M-----                1    \$450.00        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 10/24/16-10/30/16 Local News @ 5a M-F                5-6A                        M-----      :30( <del>\$450.00</del> )    0.00 NM See MG 9.2,9.3,9.4,9.5,9.6 [NA DUE TO NO COPY]															
E 8	KSDK	10/24/16	10/24/16	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00

Order / Rev: 1316878  
 Alt Order #: 08425322  
 Flight Dates: 10/22/16 - 10/31/16

Advertiser: Kay, Dwight / State Rep. / R  
 Product Desc: KAY FOR ST REP  
 Estimate: 2368

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:		10/24/16	10/30/16	M-----		1				\$2,250.00		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	10/24/16-10/30/16		LN (M-F)		10-1035p	M-----	:30		<del>(\$2,250.00)</del>		0.00	NM		
See MG 9.2,9.3,9.4,9.5,9.6															
[NA DUE TO NO COPY]															
E 9	KSDK	10/31/16	10/31/16	Local News @ 6a M-F	CM	6-7A	M-----	:30	1	\$750.00	P03-F	0.00	NM	5	\$8,625.00
6-7a															
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	M-----		1				\$750.00		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 @ 6a M-F		6-7A	M-----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 9.2,9.3,9.4,9.5,9.6															
2	KSDK	10/26/16-10/26/16		Wed Prime B		8-9P	--W-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 1.1,10.1,20.1,8.1,7.1,6.1,2.1,3.1,9.1															
[na]															
3	KSDK	10/27/16-10/27/16		Local News @ 4p M-F		4-430P	---Th----	:30		\$1,125.00		0.00	NM		
Ⓜ MG for 1.1,10.1,20.1,8.1,7.1,6.1,2.1,3.1,9.1															
[na]															
4	KSDK	10/27/16-10/27/16		LN (M-F)		10-1035p	---Th----	:30		\$2,250.00		0.00	NM		
Ⓜ MG for 1.1,10.1,20.1,8.1,7.1,6.1,2.1,3.1,9.1															
[na]															
5	KSDK	10/28/16-10/28/16		Today Show		7-9a	-----F----	:30		<del>(\$750.00)</del>		0.00	NM		
Ⓜ See MG 9.7															
[NA/Oversold]															
6	KSDK	10/28/16-10/28/16		Jeopardy 430-5p		430-5p	-----F----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 1.1,10.1,20.1,8.1,7.1,6.1,2.1,3.1,9.1															
[na]															
7	KSDK	10/29/16-10/29/16		Local News @ 6p Sa		6-630P	-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 9.5 10/28															
[Recon-Sports Overrun]															
E 10	KSDK	10/24/16	10/24/16	Show Me St Louis 10-11a	CM	10-11A	M-----	:30	1	\$225.00	P03-F	0.00	NM	0	\$0.00
M-F 10-11a															
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	M-----		1				\$225.00		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	10/24/16-10/30/16		Show Me St Louis 10-11a		10-11A	M-----	:30		<del>(\$225.00)</del>		0.00	NM		
See MG 9.2,9.3,9.4,9.5,9.6															
[NA DUE TO NO COPY]															
E 11	KSDK	10/28/16	10/28/16	Local News @ 12p M-F	CM	Noon News	----F--	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
News Channel 5 @ Noon															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----F--		1				\$375.00		0.00			
E 12	KSDK	10/25/16	10/25/16	Local News @ 5p M-F	CM	5-530P	-T-----	:30	1	\$2,250.00	P03-F	0.00	NM	1	\$2,250.00
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:		10/24/16	10/30/16	-T-----		1				\$2,250.00		0.00			
E 13	KSDK	10/26/16	10/26/16	Show Me St Louis 10-11a	CM	10-11A	--W----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
M-F 10-11a															
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----		1				\$225.00		0.00			
E 14	KSDK	10/31/16	10/31/16	Show Me St Louis 10-11a	CM	10-11A	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
M-F 10-11a															
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Advertiser: Kay, Dwight / State Rep. / R  
 Product Desc: KAY FOR ST REP  
 Estimate: 2368

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSDK	10/28/16	10/28/16	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$2,250.00	P03-F	0.00	NM	1	\$2,250.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----F--					1	\$2,250.00		0.00			
E 25	KSDK	10/23/16	10/23/16	Local News @ 9a Su Sun 9-10a	CM	9-10A	-----S	:30	1	\$450.00	P03-F	0.00	NM	0	\$0.00
NEWSCHANNEL 5 AT 9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S					1	\$450.00		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	10/17/16-10/23/16		Local News @ 9a Su		9-10A	-----Su	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4,5.5,5.6,5.7 [na due no copy]															
E 26	KSDK	10/31/16	10/31/16	Local News @ 4a M-F 4-5A	CM	4-5A (4:00 XM-5:00 XM)	M-----	:30	1	\$75.00	P03-F	0.00	NM	0	\$0.00
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	M-----					1	\$75.00		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 @ 4a M-F		4-5A (4:00 XM-5:00 XM)	M-----	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4,5.5,5.6,5.7 [Input Error; time restriction should be am, not xm]															
E 27	KSDK	10/31/16	10/31/16	Local News @ 5a M-F 5-6a	CM	5-6A	M-----	: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	M-----					1	\$450.00		0.00			
E 28	KSDK	10/28/16	10/28/16	Local News @ 6a M-F 6-7a	CM	6-7A	----F--	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
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:		10/24/16	10/30/16	----F--					1	\$600.00		0.00			
E 29	KSDK	10/25/16	10/25/16	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$750.00	P03-F	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-T-----					1	\$750.00		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	10/24/16-10/30/16		Today Show		7-9a	-T-----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4,5.5,5.6,5.7 [NA/Oversold]															
E 30	KSDK	10/27/16	10/27/16	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$1,050.00	P03-F	0.00	NM	1	\$1,050.00
TONIGHT SHOW W.JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	---T---					1	\$1,050.00		0.00			
													Totals	27	\$27,600.00