

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1316791  
**Alt Order #:** 08425333  
**Product Desc:** KAY FOR ST REP  
**Estimate:** 2369  
**Flight Dates:** 10/22/16 - 10/31/16  
**Original Date / Rev:** 10/21/16 / 11/01/16  
**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	\$18,450.00	\$15,682.50
10/31/16	10/31/16	6	\$6,925.00	\$5,886.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	19	\$18,450.00	\$15,682.50	0.00
November 2016	6	\$6,925.00	\$5,886.25	0.00
<b>Totals</b>	<b>25</b>	<b>\$25,375.00</b>	<b>\$21,568.75</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	10/24/16	10/24/16	Local News @ 5a M-F 5-6a	CM	5-6A	M- - - - -	:30	1	\$450.00	P03-F	0.00	NM	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:		10/24/16	10/30/16	M- - - - -			1			\$450.00		0.00			
E 2	KSDK	10/26/16	10/26/16	Local News @ 5a M-F 5-6a	CM	5-6A	- - W- - - -	: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:		10/24/16	10/30/16	- - W- - - -			1			\$450.00		0.00			
E 3	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 4	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 5	KSDK	10/31/16	10/31/16	Local News @ 6a M-F 6-7a	CM	6-7A	M- - - - -	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
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>			

Order / Rev: 1316791  
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Advertiser: Kay, Dwight / State Rep. / R  
 Product Desc: KAY FOR ST REP  
 Estimate: 2369  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSDK	10/31/16	10/31/16	Local News @ 6a M-F 6-7a	CM	6-7A	M-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
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		\$750.00		0.00				
E 6	KSDK	10/25/16	10/25/16	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
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				
E 7	KSDK	10/27/16	10/27/16	Today Show Today Show	CM	7-9a	---T---	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
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				
E 8	KSDK	10/31/16	10/31/16	Today Show Today Show	CM	7-9a	M-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
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				
E 9	KSDK	10/24/16	10/24/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
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				
E 10	KSDK	10/26/16	10/26/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	--W----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
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 11	KSDK	10/27/16	10/27/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	---T---	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
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	---T---			1		\$225.00		0.00				
E 12	KSDK	10/31/16	10/31/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
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:		10/31/16	11/06/16	M-----			1		\$225.00		0.00				
E 13	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 18.2 [na upon order]															
E 14	KSDK	10/26/16	10/26/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	--W----	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
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	--W----			1		\$375.00		0.00				
E 15	KSDK	10/28/16	10/28/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	----F--	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
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		\$375.00		0.00				
E 16	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	1	\$450.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSDK	10/26/16	10/26/16	LN (M-F) LN (M-F)	CM	10-1035p	--W----	: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	--W----					1	\$2,250.00		0.00			
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	10/31/16	10/31/16	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,500.00	P04-C	0.00	NM	1	\$2,500.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	M-----					1	\$2,500.00		0.00			
E 26	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	1	\$1,500.00
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			
E 27	KSDK	10/25/16	10/25/16	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			
E 28	KSDK	10/22/16	10/22/16	Local News @ 9a Sa Sat 9-10a	CM	9-10A	-----S-	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
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	\$525.00		0.00			
Totals													25	\$25,375.00	