



Order / Rev: 1276545  
 Alt Order #: WOC10436555  
 Flight Dates: 07/19/16 - 07/25/16

Advertiser: Kurt Schaefer-MO Atty Gen-R  
 Product Desc: Media  
 Estimate: 186

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: TODAY-LOUIS-5/TDY-LOUIS-5.30)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$225.00		0.00			
E 3	KSDK	07/19/16	07/25/16	Local News @ 6a M-F 6-7a	CM	6-7A	11111--	:30	5	\$600.00	P03-F	0.00	NM	5	\$3,000.00
(Program: TODAY-LOUIS-6)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$600.00		0.00			
E 4	KSDK	07/19/16	07/25/16	Today Show Today Show	CM	7-9a	11111--	:30	5	\$525.00	P03-F	0.00	NM	5	\$2,625.00
(Program: TODAY SHW<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$525.00		0.00			
E 5	KSDK	07/19/16	07/25/16	Today Show 2 Today Show 2	CM	9-10a	11111--	:30	5	\$225.00	P03-F	0.00	NM	5	\$1,125.00
(Program: TODAY SHW2-NBC<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$225.00		0.00			
E 6	KSDK	07/19/16	07/25/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	11111--	:30	5	\$250.00	P03-F	0.00	NM	5	\$1,250.00
(Program: NWS CH5-NOON<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$250.00		0.00			
E 7	KSDK	07/19/16	07/25/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	11111--	:30	5	\$600.00	P03-F	0.00	NM	5	\$3,000.00
(Program: NWS5 1ST@FOUR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$600.00		0.00			
E 8	KSDK	07/19/16	07/25/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	11111--	:30	5	\$1,000.00	P03-F	0.00	NM	5	\$5,000.00
(Program: NWS CH5-5P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	11111--					5	\$1,000.00		0.00			
E 9	KSDK	07/19/16	07/23/16	Local News @ 5p Sa News Channel 5 at 5P Sat	CM	5-530P	-----1-	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/16	07/24/16	-----1-					1	\$525.00		0.00			
E 10	KSDK	07/19/16	07/24/16	Local News @ 5p Su News Channel 5 at 5P Sun	CM	5-530P	-----1	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/16	07/24/16	-----1					1	\$600.00		0.00			
E 11	KSDK	07/19/16	07/23/16	Local News @ 6p Sa News Channel 5 at 6P Sat	CM	6-630P	-----1-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
(Program: NWS CH5-6 WKND)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/16	07/24/16	-----1-					1	\$600.00		0.00			
E 12	KSDK	07/19/16	07/25/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	11111--	:30	5	\$1,125.00	P03-F	0.00	NM	5	\$5,625.00
(Program: NWS CH5-6P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/16	07/24/16	-1111--					4	\$1,125.00		0.00			
Week:		07/25/16	07/31/16	1-----					1	\$1,125.00		0.00			
E 13	KSDK	07/19/16	07/25/16	Wheel of Ftrune 630-7p Wheel of Fortune	CM	630-7P	1-111--	:30	4	\$1,200.00	P03-F	0.00	NM	4	\$4,800.00
(Program: WHEEL-FORTNE<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	1-111--					4	\$1,200.00		0.00			
E 14	KSDK	07/19/16	07/23/16	Wheel of Ftrune 630-7p Wheel of Fortune Sat	CM	630-7P	-----1-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-----1-	1		\$600.00		0.00						
E 15	KSDK	07/19/16	07/25/16	Mon Prime Other	CM	7-9P AM NINJA W	1-----	:30	1	\$2,475.00	P03-F	0.00	NM	1	\$2,475.00
				7-9P AM NINJA WARRIOR		(7:00 PM-9:00 PM)									
(Program: American Ninja Warrior)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/19/16	07/25/16	1-----	1		\$2,475.00		0.00						
E 16	KSDK	07/19/16	07/25/16	Local News @ 10p M-F	CM	Local News @ 10p	11111--	:30	5	\$1,350.00	P03-F	0.00	NM	5	\$6,750.00
				Local News @ 10p M-F											
(Program: NWS CH5-10P<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-1111--	4		\$1,350.00		0.00						
Week:		07/25/16	07/31/16	1-----	1		\$1,350.00		0.00						
E 17	KSDK	07/19/16	07/23/16	Sat Prime Other	CM	6:57p-10p MOVIE	-----1-	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
				MOVIE: BOURNE		(7:00 PM-10:00 PM)									
(Program: Bourne)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-----1-	1		\$750.00		0.00						
E 18	KSDK	07/19/16	07/24/16	LN (Su)	CM	10-1035p	-----1	:30	1	\$900.00	P04-C	0.00	NM	4	\$2,325.00
				LN (Su)											
(Program: NWS CH5-10P<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-----1	1		\$900.00		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	07/18/16-07/24/16	LN (Su)	10-1035p		-----Su	:30	<del>(\$900.00)</del>	0.00	NM					
See MG 18.2, 18.3, 18.4, 18.5															
[na - need \$1,350 to clear]															
2	KSDK	07/22/16-07/22/16	Fri Prime Other	7-9P AM GOT T		-----F----	:30	\$1,125.00	0.00	NM					
Ⓜ MG for 18.1 07/24															
[N/A ALSO INCLUDED IN THIS MKGD IS THU 3-4P 1X 7/21 \$375]															
3	KSDK	07/23/16-07/23/16	Saturday Night Live	1030p-1205a		-----Sa--	:30	\$500.00	0.00	NM					
Ⓜ MG for 18.1 07/24															
[N/A ALSO INCLUDED IN THIS MKGD IS THU 3-4P 1X 7/21 \$375]															
4	KSDK	07/23/16-07/23/16	Today Show Sa	7-9A		-----Sa--	:30	\$450.00	0.00	NM					
Ⓜ MG for 18.1 07/24															
[N/A ALSO INCLUDED IN THIS MKGD IS THU 3-4P 1X 7/21 \$375]															
5	KSDK	07/22/16-07/22/16	Dr. Oz 1-2p	1-2P		-----F----	:30	\$250.00	0.00	NM					
Ⓜ MG for 18.1 07/24															
[N/A ALSO INCLUDED IN THIS MKGD IS THU 3-4P 1X 7/21 \$375]															
E 19	KSDK	07/19/16	07/24/16	Local News @ 1030p Su	CM	LN2 (Su) Non-Foo	-----1	:30	1	\$500.00	P04-C	0.00	NM	1	\$500.00
				LN2 (Su) Non-Football											
(Program: NWSCH5 -10P-ED)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-----1	1		\$500.00		0.00						
E 20	KSDK	07/19/16	07/19/16	Prime Political Program	CM	9-10P REP CONV	-1-----	:30	1	\$1,200.00	P04-C	0.00	NM	1	\$1,200.00
				REP CONVENTION		(9:00 PM-10:00 PM)									
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	-1-----	1		\$1,200.00		0.00						
E 21	KSDK	07/19/16	07/20/16	Prime Political Program	CM	9-10P REP CONV	--1----	:30	1	\$1,200.00	P04-C	0.00	NM	0	\$0.00
				REP CONVENTION		(9:00 PM-10:00 PM)									
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	--1----	1		\$1,200.00		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	07/18/16-07/24/16	Prime Political Program	9-10P REP CONV		--1-W-----	:30	<del>(\$1,200.00)</del>	0.00	NM					
Credited															
[Historical Unresolved Spot Clean Up]															
E 22	KSDK	07/21/16	07/21/16	Prime Political Program	CM	9-10P REP CONV	---1---	:30	1	\$1,200.00	P04-C	0.00	NM	1	\$1,200.00
				REP CONVENTION		(9:00 PM-10:00 PM)									

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Estimate: 186

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	---1---		1			\$1,200.00			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	07/18/16-07/24/16	Prime Political Program			9-10P REP CON	---Th----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 22.2 [Recon Preempt Conv. coverage did not air]															
2	KSDK	07/23/16-07/23/16	Local News @ 10p Sa			Local News @ 10	-----Sa--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 22.1 07/21 [n/a]															
N23	KSDK	07/23/16	07/23/16	Local News @ 6a Sa	CM	6-7A	-----S-	:30	1	\$150.00	P04-C	0.00	NM	1	\$150.00
Sat 6-7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	-----S-		1			\$150.00			0.00			
N24	KSDK	07/24/16	07/24/16	Local News @ 6a Su	CM	6-7A	-----S	:30	1	\$150.00	P04-C	0.00	NM	1	\$150.00
Sun 6-7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	-----S		1			\$150.00			0.00			
N25	KSDK	07/24/16	07/24/16	Local News @ 9a Su	CM	9-10A	-----S	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
Sun 9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	-----S		1			\$300.00			0.00			
N26	KSDK	07/19/16	07/19/16	Today Show 3	CM	11a-12p	-T-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
Today Show 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	-T-----		1			\$225.00			0.00			
N27	KSDK	07/20/16	07/25/16	Jeopardy 430-5p	CM	430-5p	M-WTF--	:30	4	\$600.00	P03-F	0.00	NM	4	\$2,400.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	--WTF--		3			\$600.00			0.00			
Week:		07/25/16	07/31/16	M-----		1			\$600.00			0.00			
N28	KSDK	07/21/16	07/21/16	Ellen 3-4p	CM	3-4p	---T---	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/18/16	07/24/16	---T---		1			\$375.00			0.00			
													Totals	76	\$48,800.00