

ORDER



WDAF-TV

Orders
Order / Rev: 766116
Alt Order #: 07345520
Product Desc: ORMAN FOR SENATE
Estimate:
Flight Dates: 09/08/14 - 09/14/14
Original Date / Rev: 10/30/14 / 10/30/14
Order Type: GENERAL

Primary AE: Todd Shockley
Sales Office: CHI-T
Sales Region: NAT

Agency
Name: Adelstein & Associates
Buying Contact: Barb Obrzut
Billing Contact:
 222 West Ontario Street
 Chicago, IL 60610

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

Advertiser
Name: Orman, Greg/KS/US Senate/I
Demographic: A35+
Product Codes: PL1Bc - US Senate/Other
Priority: 7
Revenue Codes: SP-POL, CAN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/14/14	71	\$25,885.00	\$22,002.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	71	\$25,885.00	\$22,002.25	0.00
Totals	71	\$25,885.00	\$22,002.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Shockley			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDAF-TV	25%	\$25,885.00
Market	100%	\$103,540.00

Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCTV	25%	\$25,885.00
KCWE	0%	\$0.00
KMBC	25%	\$25,885.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$25,885.00
KSMO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	09/08/14	09/12/14	M-F 530-6a M-F 530-6a	CM-All	530-6a	MTWTF--	:30	3	\$450.003		0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	MTWTF--		3				\$450.00		0.00			
2	4	09/08/14	09/12/14	M-F 6-7a M-F 6-7a	CM-All	6-7a (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$625.003		0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	MTWTF--		3				\$625.00		0.00			
3	4	09/08/14	09/12/14	M-F 6-7a M-F 6-7a	CM-All	6-7a (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$625.003		0.00	NM	3	\$1,875.00

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Advertiser: Orman, Greg/KS/US Senate/I
 Product Desc: ORMAN FOR SENATE
 Estimate:

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	4	09/08/14	09/12/14	M-F 6-7a M-F 6-7a (6:30 AM-7:00 AM)	CM-All	6-7a	MTWTF--	:30	3	\$625.003		0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$625.00		0.00			
4	4	09/08/14	09/12/14	M-F 7-9a M-F 7-9a (7:00 AM-8:00 AM)	CM-All	7-9a	MTWTF--	:30	6	\$400.003		0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					6	\$400.00		0.00			
5	4	09/08/14	09/12/14	M-F 7-9a M-F 7-9a (8:00 AM-9:00 AM)	CM-All	7-9a	MTWTF--	:30	4	\$400.003		0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					4	\$400.00		0.00			
6	4	09/08/14	09/12/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	4	\$150.005		0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					4	\$150.00		0.00			
7	4	09/08/14	09/12/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTWTF--	:30	3	\$150.005		0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$150.00		0.00			
8	4	09/08/14	09/12/14	M-F 11a-12p M-F 11a-12p (11:00 AM-11:30 AM)	CM-All	11a-12p	MTWTF--	:30	3	\$150.005		0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$150.00		0.00			
9	4	09/08/14	09/12/14	M-F 11a-12p M-F 11a-12p (11:30 AM-12:00 PM)	CM-All	11a-12p	MTWTF--	:30	3	\$150.005		0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$150.00		0.00			
10	4	09/08/14	09/12/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	2	\$350.003		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					2	\$350.00		0.00			
11	4	09/08/14	09/12/14	M-F 1-2p M-F 1-2p	CM-All	1-2p	MTWTF--	:30	3	\$125.005		0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$125.00		0.00			
12	4	09/08/14	09/12/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	MTWTF--	:30	3	\$150.005		0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$150.00		0.00			
13	4	09/08/14	09/12/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	MTWTF--	:30	3	\$170.005		0.00	NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$170.00		0.00			
14	4	09/08/14	09/12/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	6	\$225.005		0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					6	\$225.00		0.00			
15	4	09/08/14	09/12/14	M-F 5-6p M-F 5-6p	CM-All	5-6p	MTWTF--	:30	3	\$600.003		0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$600.00		0.00			
16	4	09/08/14	09/12/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	2	\$750.003		0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					2	\$750.00		0.00			
17	4	09/08/14	09/12/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	3	\$600.007		0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$600.00		0.00			

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Estimate:

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	4	09/08/14	09/12/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	3	\$600.007		0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	MTWTF--		3			\$600.00	0.00					
18	4	09/08/14	09/12/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	3	\$500.005		0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	MTWTF--		3			\$500.00	0.00					
19	4	09/08/14	09/12/14	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	MTWTF--	:30	3	\$250.005		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	MTWTF--		3			\$250.00	0.00					
20	4	09/10/14	09/10/14	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--1----	:30	1	\$1,250.005		0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	--1----		1			\$1,250.00	0.00					
21	4	09/13/14	09/13/14	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.003		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:	09/08/14	09/14/14	-----1-		1			\$300.00	0.00					
22	4	09/14/14	09/14/14	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$350.003		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	-----1		1			\$350.00	0.00					
E 23	4	09/14/14	09/14/14	Su 5-6p Su 5-6p	CM-All	5-6p	-----2	:30	2	\$450.003		0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	-----2		2			\$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>				
	2	4	09/08/14-09/14/14	Su 5-6p		5-6p	-----Su	:30	(\$450.00)	0.00	NM				
	Credited														
24	4	09/14/14	09/14/14	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----1	:30	1	\$1,250.003		0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	-----1		1			\$1,250.00	0.00					
25	4	09/14/14	09/14/14	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.003		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	-----1		1			\$400.00	0.00					
26	4	09/08/14	09/12/14	M-F 430a News M-F 430-5a News	CM-All	430-5a	MTWTF--	:30	2	\$50.005		0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/08/14	09/14/14	MTWTF--		2			\$50.00	0.00					
Totals														71	\$25,885.00