

ORDER



Orders
Order / Rev: 1279521
Alt Order #: WOC14617757
Product Desc: TV
Estimate: 13094
Flight Dates: 10/22/24 - 10/28/24
Original Date / Rev: 04/10/24 / 04/11/24
Order Type: GENERAL

KMCI-TV
Primary AE: Matt Piselli
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact: Rick Weiner
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-1

New Business End:
Advertiser External ID: 215649
Agency External ID: 123989
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	17	\$645.00	\$548.25
10/28/24	10/28/24	4	\$135.00	\$114.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	17	\$645.00	\$548.25	0.00
November 2024	4	\$135.00	\$114.75	0.00
Totals	21	\$780.00	\$663.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matt Piselli			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												
N 1	KMCI	10/22/24	10/28/24	M-F 1230-1pm M-F 1230-1pm	CM	1230-1pm	MTWTF--	:30	5	\$15.00	P-3	0.00	NM	5	\$75.00												
(Program: INSIDE EDITION) 4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of Inside Edition <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/22/24</td> <td>10/28/24</td> <td>MTWTF--</td> <td>5</td> <td>\$15.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/22/24	10/28/24	MTWTF--	5	\$15.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/22/24	10/28/24	MTWTF--	5	\$15.00	0.00																						
N 2	KMCI	10/22/24	10/27/24	Su 4-5pm Su 4-5pm	CM	4-5pm	-----S	:30	1	\$15.00	P-3	0.00	NM	1	\$15.00												
(Program: JUST FOR LAUGHS) 4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of Pawn Stars <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/21/24</td> <td>10/27/24</td> <td>-----S</td> <td>1</td> <td>\$15.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/21/24	10/27/24	-----S	1	\$15.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/21/24	10/27/24	-----S	1	\$15.00	0.00																						
N 3	KMCI	10/22/24	10/28/24	M-F 1130pm-12am M-F 1130pm-12am	CM	1130pm-12am	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00												
(Program: BOBS BURGER 1130P) 4Q24 COMSCORE (sell) - KANSAS CITY - Dec'22-Jan'23 average of Bob's Burgers 12a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/22/24</td> <td>10/28/24</td> <td>MTWTF--</td> <td>5</td> <td>\$30.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/22/24	10/28/24	MTWTF--	5	\$30.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/22/24	10/28/24	MTWTF--	5	\$30.00	0.00																						
N 4	KMCI	10/22/24	10/28/24	M-F 7-8pm M-F 7-8pm	CM	7-8pm	MTWTF--	:30	3	\$45.00	P-3	0.00	NM	3	\$135.00												
(Program: FRIENDS) 4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of Friends																											

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KMCI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$45.00		0.00			
N 5	KMCI	10/22/24	10/28/24	M-F 8-9pm M-F 8-9pm	CM	8-9pm	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
(Program: NEIGHBORHOOD)															
4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of Neighborhood															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$75.00		0.00			
N 6	KMCI	10/22/24	10/28/24	M-F 9-10pm M-F 9-10pm	CM	9-10pm	MTWTF--	:30	3	\$45.00	P-3	0.00	NM	3	\$135.00
(Program: LAST MAN STANDING)															
4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of Last Man Standing															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$45.00		0.00			
N 7	KMCI	10/22/24	10/26/24	Sa 7pm News Sa 7pm News	CM	7-8pm	-----S-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
(Program: KSHB 41 NEWS SAT 7PM ON 38)															
4Q24 COMSCORE (sell) - KANSAS CITY - 4Q22 average of 7pm news Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S-					1	\$45.00		0.00			
													Totals	21	\$780.00