

# ORDER



**KSDK**

**Orders**  
**Order / Rev:** 1276185  
**Alt Order #:** 08326887  
**Product Desc:** ZIMMERMAN 4 ATTY GEN  
**Estimate:** 4394  
**Flight Dates:** 07/18/16 - 07/19/16  
**Original Date / Rev:** 07/15/16 / 07/18/16  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Canal Partners Media / POL  
**Buying Contact:**  
**Billing Contact:**  
 1027 33rd Stree NW Suite 140  
 Washington, DC 20007

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

**Advertiser Name:** Jake Zimmerman-Atty Gen-D  
**Demographic:** A35+  
**Product Codes:** PL-State Attorney General  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 106298  
**Agency External ID:** 20042AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/19/16	2	\$3,600.00	\$3,060.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	2	\$3,600.00	\$3,060.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$3,600.00</b>	<b>\$3,060.00</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%

**Order Share**

	Share	Total
KSDK	35%	\$3,600.00
Market	100%	\$10,285.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KDNL	19%	\$1,954.29
KETC	0%	\$0.00
KMOV	46%	\$4,731.43
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	07/18/16	07/18/16	Prime Political Program REP CONVENTION	CM	9-10P REP CONV (9:00 PM-10:00 PM)	M-----	:30	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
RNC CONVENTION															
		<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	M-----		1		\$1,800.00		0.00					
E 2	KSDK	07/19/16	07/19/16	Prime Political Program REP CONVENTION	CM	9-10P CONVENTI (9:00 PM-10:00 PM)	T-----	:15/:15	1	\$1,800.00	P03-F	0.00	BK	1	\$1,800.00

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RNC CONVENTION															
		<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	\$1,800.00		0.00			
													Totals	2	\$3,600.00