

## ORDER



KYOU-TV | COLUMBIA, MISSOURI  
KYOU

**Orders**  
 Order / Rev: 1206481  
 Alt Order #: 07441375  
 Product Desc: BRANSTAD FR GOV10/14  
 Estimate: 623  
 Flight Dates: 10/13/14 - 10/19/14  
 Original Date / Rev: 10/13/14 / 10/13/14  
 Order Type: General  
 Primary AE: Mickey Thompson  
 Sales Office: T-DC  
 Sales Region: National

**Agency**  
 Name: Media Ad Ventures, Inc  
 Buying Contact:  
 Billing Contact:  
 8136 Old Keene Mill Road  
 Springfield, VA 22152  
 Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: POL/Branstad, T/R/Governor/Iowa  
 Demographic: A35+  
 Product Codes: PL500  
 Priority: P 6  
 Revenue Codes: Agency, Political, Gen-General Airtime  
 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
09/29/14	10/19/14	6	\$725.00	\$616.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	6	\$725.00	\$616.25	0.00
<b>Totals</b>	<b>6</b>	<b>\$725.00</b>	<b>\$616.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mickey Thompson			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
1	KYOU	10/13/14	10/17/14	SYN EF M-F 630-7p The Big Bang Theory#2	Comm	M-F 630p-7p	MTWTF--	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		1				\$25.00		0.00			
2	KYOU	10/15/14	10/15/14	Wed Hour 1 Hell's Kitchen	Comm	7-8P	--2----	:30	2	\$100.00	P 4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	--2----		2				\$100.00		0.00			
3	KYOU	10/19/14	10/19/14	NFL on Fox Game 1 NFL on Fox Game 1	Comm	12N-3P (12:00 PM-3:00 PM)	-----1	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1				\$200.00		0.00			
4	KYOU	10/19/14	10/19/14	NFL on Fox Game 1 NFL on Fox Game 1	Comm	3-6P (3:00 PM-6:00 PM)	-----1	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1				\$200.00		0.00			
5	KYOU	10/15/14	10/15/14	Wed Hour 2 Red Band Society	Comm	8p-9p	--1----	:30	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	--1----		1				\$100.00		0.00			
<b>Totals</b>														<b>6</b>	<b>\$725.00</b>