

ORDER



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Kansas City

Orders
Order / Rev: 610501
Alt Order #: 07426781
Product Desc: YODER 4 CONGRESS
Estimate: C07C13
Flight Dates: 10/07/14 - 10/13/14
Original Date / Rev: 10/03/14 / 10/03/14
Order Type: GENERAL

Primary AE: Dave Clark
Sales Office: T-WAS
Sales Region: National

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

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

Advertiser Name: Kevin Yoder for Congress
Demographic: A35+
Product Codes: Political-Cand-Congress
Priority: PMT
Revenue Codes: POL, PLC, FLT

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 | 10/13/14 | 20 | \$13,000.00 | \$11,050.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2014 | 20 | \$13,000.00 | \$11,050.00 | 0.00 |
| Totals | 20 | \$13,000.00 | \$11,050.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Dave Clark | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|-------------|-------|-------------|
| Kansas City | 34% | \$13,000.00 |
| Market | 100% | \$38,235.29 |

Competitive Share

| | Share | Total |
|------|-------|------------|
| KCPT | 0% | \$0.00 |
| KCWE | 0% | \$0.00 |
| KMBC | 23% | \$8,794.12 |
| KMCI | 0% | \$0.00 |
| KPXE | 0% | \$0.00 |
| KSHB | 0% | \$0.00 |
| KSMO | 23% | \$8,794.12 |
| WDAF | 20% | \$7,647.06 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------------|-------|-------------------|----------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | KCTV | 10/09/14 | 10/09/14 | Price is Right Price is Right | CM | 10-11am | --- 1--- | :30 | 1 | \$350.00 | PMT | 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: | | 10/06/14 | 10/12/14 | --- 1--- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 2 | KCTV | 10/13/14 | 10/13/14 | Price is Right Price is Right | CM | 10-11am | 1----- | :30 | 1 | \$350.00 | PMT | 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: | | 10/13/14 | 10/19/14 | 1----- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 3 | KCTV | 10/07/14 | 10/07/14 | News @ 5am More in the Morning | CM | 5a-6a | - 1----- | :30 | 1 | \$100.00 | IMP | 0.00 | NM | 1 | \$100.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|-------------------|---------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| E 3 | KCTV | 10/07/14 | 10/07/14 | News @ 5am More in the Morning | CM | 5a-6a | - 1 - - - - | :30 | 1 | \$100.00 | IMP | 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: 10/06/14 | 10/12/14 | - 1 - - - - | | 1 | | | \$100.00 | | | 0.00 | | | |
| E 4 | KCTV | 10/09/14 | 10/09/14 | News @ 5am More in the Morning | CM | 5a-6a | - - - 1 - - - | :30 | 1 | \$100.00 | IMP | 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: 10/06/14 | 10/12/14 | - - - 1 - - - | | 1 | | | \$100.00 | | | 0.00 | | | |
| E 5 | KCTV | 10/10/14 | 10/10/14 | News @ 6-7am More in the Morning 6A | CM | 6-7am | - - - - 1 - - | :30 | 1 | \$225.00 | IMP | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/06/14 | 10/12/14 | - - - - 1 - - | | 1 | | | \$225.00 | | | 0.00 | | | |
| E 6 | KCTV | 10/13/14 | 10/13/14 | News @ 6-7am More in the Morning 6A | CM | 6-7am | 1 - - - - - | :30 | 1 | \$225.00 | IMP | 0.00 | NM | 1 | \$225.00 |
| | | <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 | | | \$225.00 | | | 0.00 | | | |
| E 7 | KCTV | 10/07/14 | 10/07/14 | CBS This Morning 7:00 AM-9:00 AM | CM | 7-9am | - 1 - - - - | :30 | 1 | \$150.00 | IMP | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/06/14 | 10/12/14 | - 1 - - - - | | 1 | | | \$150.00 | | | 0.00 | | | |
| E 8 | KCTV | 10/09/14 | 10/09/14 | CBS This Morning CBS This Morning | CM | 7-9am | - - - 1 - - - | :30 | 1 | \$150.00 | IMP | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/06/14 | 10/12/14 | - - - 1 - - - | | 1 | | | \$150.00 | | | 0.00 | | | |
| E 9 | KCTV | 10/11/14 | 10/11/14 | KCTV5 Local News 8-10am KCTV5 More Morning Sat | CM | 8-10am | - - - - - 2 - | :30 | 2 | \$200.00 | IMP | 0.00 | NM | 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: 10/06/14 | 10/12/14 | - - - - - 2 - | | 2 | | | \$200.00 | | | 0.00 | | | |
| E 10 | KCTV | 10/07/14 | 10/07/14 | KCTV5 News 4pm KCTV5 News @ 4P | CM | 4-5pm | - 1 - - - - | :30 | 1 | \$250.00 | IMP | 0.00 | NM | 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: 10/06/14 | 10/12/14 | - 1 - - - - | | 1 | | | \$250.00 | | | 0.00 | | | |
| E 11 | KCTV | 10/09/14 | 10/09/14 | KCTV5 News 4pm KCTV5 News @ 4P | CM | 4-5pm | - - - 1 - - - | :30 | 1 | \$250.00 | IMP | 0.00 | NM | 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: 10/06/14 | 10/12/14 | - - - 1 - - - | | 1 | | | \$250.00 | | | 0.00 | | | |
| E 12 | KCTV | 10/07/14 | 10/07/14 | News @ 10pm KCTV5 News @ 10P | CM | 10-1035pm | - 1 - - - - | :30 | 1 | \$500.00 | IMP | 0.00 | NM | 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: 10/06/14 | 10/12/14 | - 1 - - - - | | 1 | | | \$500.00 | | | 0.00 | | | |
| E 13 | KCTV | 10/09/14 | 10/09/14 | News @ 10pm KCTV5 News @ 10P | CM | 10-1035pm | - - - 1 - - - | :30 | 1 | \$500.00 | IMP | 0.00 | NM | 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: 10/06/14 | 10/12/14 | - - - 1 - - - | | 1 | | | \$500.00 | | | 0.00 | | | |
| E 14 | KCTV | 10/13/14 | 10/13/14 | Mon 9-10pm Mon 9-10pm | CM | 9-10pm | 1 - - - - - | :30 | 1 | \$2,200.00 | IMP | 0.00 | NM | 1 | \$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 | 1 - - - - - | | 1 | | | \$2,200.00 | | | 0.00 | | | |
| E 15 | KCTV | 10/07/14 | 10/07/14 | Tue 7-8pm Tue 7-8pm | CM | 7-8pm | - 1 - - - - | :30 | 1 | \$3,800.00 | PMT | 0.00 | NM | 1 | \$3,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/06/14 | 10/12/14 | - 1 - - - - | | 1 | | | \$3,800.00 | | | 0.00 | | | |
| E 16 | KCTV | 10/10/14 | 10/10/14 | Fri 7-8pm Fri 7-8pm | CM | 7-8pm | - - - - 1 - - | :30 | 1 | \$1,000.00 | IMP | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/06/14 | 10/12/14 | - - - - 1 - - | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 17 | KCTV | 10/10/14 | 10/10/14 | Fri 9-10pm Friday 9-10pm | CM | 9-10pm | - - - - 1 - - | :30 | 1 | \$1,400.00 | IMP | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|--------|-------|-------------|
| E 17 | KCTV | 10/10/14 | 10/10/14 | Fri 9-10pm Friday 9-10pm | CM | 9-10pm | ---- 1-- | :30 | 1 | \$1,400.00 | IMP | 0.00 | NM | 1 | \$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: | | 10/06/14 | 10/12/14 | ---- 1-- | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| E 18 | KCTV | 10/11/14 | 10/11/14 | Sat 9-10pm Sat 9-10pm | CM | 9-10pm | ----- 1- | :30 | 1 | \$800.00 | IMP | 0.00 | NM | 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: | | 10/06/14 | 10/12/14 | ----- 1- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 19 | KCTV | 10/08/14 | 10/08/14 | KCTV5 News 4pm KCTV5 News @ 4P | CM | 4-5pm | -- 1---- | :30 | 1 | \$250.00 | IMP | 0.00 | NM | 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: | | 10/06/14 | 10/12/14 | -- 1---- | 1 | | \$250.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 20 | \$13,000.00 |