

ORDER



KSHB-TV

Orders
Order / Rev: 443119
Alt Order #: WOC10986208
Product Desc: Issue
Estimate: 6516
Flight Dates: 10/23/18 - 10/29/18
Original Date / Rev: 07/09/18 / 10/25/18
Order Type: GENERAL

Primary AE: Dan Driscoll
Sales Office: EWSDC
Sales Region: NAT

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

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

Advertiser
Name: Senate Majority PAC
Demographic: A25-34
Product Codes: PL Non-Ballot Issue
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business Thru:
Advertiser External ID: 229085
Agency External ID: 123989
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	39	\$33,105.00	\$28,139.25
10/29/18	10/29/18	11	\$5,675.00	\$4,823.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	39	\$33,105.00	\$28,139.25	0.00
November 2018	11	\$5,675.00	\$4,823.75	0.00
Totals	50	\$38,780.00	\$32,963.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Driscoll			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	KSHB	10/23/18	10/29/18	M-F 430-5am News M-F 430-5am News (Program: 41 ACTION NEWS TODAY 430A)Nov-2017LS	CM	430-5am	MTWTF--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					1	\$60.00		0.00			
N 2	KSHB	10/23/18	10/29/18	M-F 5-6am News M-F 5-6am News (Program: 41 ACTION NEWS TODAY 5A)Nov-2017LS	CM	5-6am	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					2	\$150.00		0.00			
N 3	KSHB	10/23/18	10/29/18	M-F 6-7am News M-F 6-7am News (Program: 41 ACTION NEWS TODAY 6A)Nov-2017LS	CM	6-7am	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$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:		10/23/18	10/29/18	MTWTF--					3	\$400.00		0.00			
N 4	KSHB	10/23/18	10/29/18	M-F Today Show M-F Today Show (Program: NBC TODAY SHOW)Nov-2017LS	CM	7-9am	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$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:		10/23/18	10/29/18	MTWTF--					3	\$400.00		0.00			
N 5	KSHB	10/23/18	10/27/18		CM	7-8am	-----S-	:30	1	\$170.00	P-6	0.00	NM	1	\$170.00

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Advertiser: Senate Majority PAC
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KSHB-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 7-8am News															
Sa 7-8am News															
(Program: 41 ACTION NEWS TODAY WEEKEND)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/18	10/28/18	-----S-			1		\$170.00		0.00				
N 6	KSHB	10/23/18	10/28/18	Su 8-9am News	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
Su 8-9am News															
(Program: 41 ACTION NEWS TODAY WEEKEND)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/18	10/28/18	-----S			1		\$150.00		0.00				
N 7	KSHB	10/23/18	10/29/18	M-F 11am-12pm News	CM	11am-12pm	MTWTF--	:30	4	\$175.00	P-3	0.00	NM	3	\$525.00
M-F 11am-12pm News															
(Program: 41 ACTION NEWS MIDDAY)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/18	10/29/18	MTWTF--			4		\$175.00		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>		
3	KSHB	10/23/18-10/29/18		M-F 11am-12pm News	11am-12pm		MTWThF----	:30		(\$175.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
N 8	KSHB	10/23/18	10/29/18	M-F 3-330pm	CM	3-330pm	MTWTF--	:30	4	\$175.00	P-3	0.00	NM	0	\$0.00
M-F 3-330pm															
(Program: JEOPARDY!)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/18	10/29/18	MTWTF--			4		\$175.00		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>		
1	KSHB	10/23/18-10/29/18		M-F 3-330pm	3-330pm		MTWThF----	:30		(\$175.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
2	KSHB	10/23/18-10/29/18		M-F 3-330pm	3-330pm		MTWThF----	:30		(\$175.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
3	KSHB	10/23/18-10/29/18		M-F 3-330pm	3-330pm		MTWThF----	:30		(\$175.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
4	KSHB	10/23/18-10/29/18		M-F 3-330pm	3-330pm		MTWThF----	:30		(\$175.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
N 9	KSHB	10/23/18	10/29/18	M-F 330-4pm	CM	330-4pm	MTWTF--	:30	4	\$275.00	P-3	0.00	NM	0	\$0.00
M-F 330-4pm															
(Program: JEOPARDY!)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/18	10/29/18	MTWTF--			4		\$275.00		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>		
1	KSHB	10/23/18-10/29/18		M-F 330-4pm	330-4pm		MTWThF----	:30		(\$275.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
2	KSHB	10/23/18-10/29/18		M-F 330-4pm	330-4pm		MTWThF----	:30		(\$275.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
3	KSHB	10/23/18-10/29/18		M-F 330-4pm	330-4pm		MTWThF----	:30		(\$275.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
4	KSHB	10/23/18-10/29/18		M-F 330-4pm	330-4pm		MTWThF----	:30		(\$275.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
N 10	KSHB	10/23/18	10/29/18	M-F 4-5pm News	CM	4-5pm	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	8	\$3,975.00
M-F 4-5pm News															
(Program: 41 ACTION NEWS 4P - THE NOW KC)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/18	10/29/18	MTWTF--			4		\$150.00		0.00				

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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:		10/23/18	10/29/18	MTWTF--					4	\$150.00		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>		
1	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		(\$150.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
2	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		(\$150.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
3	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		(\$150.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
4	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		(\$150.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
5	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		\$550.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
6	KSHB	10/23/18-10/29/18		M-F 4-5pm News		4-5pm	MTWThF----	:30		\$550.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
7	KSHB	10/23/18-10/29/18		M-F 3-330pm		3-330pm	MTWThF----	:30		\$550.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
8	KSHB	10/23/18-10/29/18		M-F 11am-12pm News		11am-12pm	MTWThF----	:30		\$350.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
9	KSHB	10/23/18-10/29/18		M-F 11am-12pm News		11am-12pm	MTWThF----	:30		\$350.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
10	KSHB	10/23/18-10/29/18		M-F 330-4pm		330-4pm	MTWThF----	:30		\$775.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
11	KSHB	10/23/18-10/29/18		M-F 330-4pm		330-4pm	MTWThF----	:30		\$775.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
12	KSHB	10/23/18-10/29/18		M-F 430-5am News		430-5am	MTWThF----	:30		\$75.00		0.00	NM		
Ⓜ MG for 11.2,11.4,8.3,9.2,9.4,11.1,8.4,10.3,8.2,9.1,7.3,8.1,10.4,11.3,10.1,9.3,10.2															
N11	KSHB	10/23/18	10/29/18	M-F 5-530pm News	CM	5-530pm	MTWTF--	:30	4	\$350.00	P-6	0.00	NM	0	\$0.00
				M-F 5-530pm News											
(Program: 41 ACTION NEWS 5P)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					4	\$350.00		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>		
1	KSHB	10/23/18-10/29/18		M-F 5-530pm News		5-530pm	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
2	KSHB	10/23/18-10/29/18		M-F 5-530pm News		5-530pm	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
3	KSHB	10/23/18-10/29/18		M-F 5-530pm News		5-530pm	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
4	KSHB	10/23/18-10/29/18		M-F 5-530pm News		5-530pm	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 10.5,10.6,10.7,10.8,10.9,10.10,10.11,10.12															
[Rate ~mdw]															
N12	KSHB	10/23/18	10/29/18	M-F Nightly News	CM	530-6pm	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
				M-F Nightly News											
(Program: NBC NIGHTLY NEWS)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					4	\$1,500.00		0.00			
N13	KSHB	10/23/18	10/29/18	M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	4	\$575.00	P-6	0.00	NM	3	\$2,300.00
				M-F 6-630pm News											
(Program: 41 ACTION NEWS 6P)Nov-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					4	\$575.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/23/18	10/29/18	MTWTF--			4		\$575.00	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>		
1	KSHB	10/23/18-10/29/18		M-F 6-630pm News		6-630pm	MTWThF----	:30		(\$575.00)		0.00	NM		
See MG 13.5 [bumped by P2 political hv 10/24]															
3	KSHB	10/23/18-10/29/18		M-F 6-630pm News		6-630pm	MTWThF----	:30		(\$575.00)		0.00	NM		
See MG 13.5 [bumped by P2 political hv 10/24]															
5	KSHB	10/27/18-10/27/18		Major League Soccer		Major League Soc	-----Sa--	:30		\$1,150.00		0.00	NM		
Ⓜ MG for 13.3,13.1															
N 14	KSHB	10/23/18	10/29/18	M-F 630-7pm News M-F 630-7pm News (Program: 41 ACTION NEWS 630P)Nov-2017LS	CM	630-7pm	MTWTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$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:		10/23/18	10/29/18	MTWTF--			4		\$375.00	0.00					
N 15	KSHB	10/23/18	10/29/18	M-F 10-1035pm News M-F 10-1035pm News (Program: 41 ACTION NEWS 10P)Nov-2017LS	CM	10-1035pm	MTWTF--	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/23/18	10/29/18	MTWTF--			4		\$750.00	0.00					
N 16	KSHB	10/23/18	10/28/18	Su 10-1035pm News Su 10-1035pm News (Program: 41 ACTION NEWS 10P SUN)Nov-2017LS	CM	10-1035pm	-----S	:30	1	\$500.00	P-6	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:		10/22/18	10/28/18	-----S			1		\$500.00	0.00					
N 17	KSHB	10/23/18	10/29/18	M-F 1035-1135pm M-F 1035-1135pm (Program: TONIGHT SHOW)Nov-2017LS	CM	1035-1135pm	MTWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$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:		10/23/18	10/29/18	MTWTF--			4		\$350.00	0.00					
N 18	KSHB	10/23/18	10/29/18	M-F 1135pm-1235am M-F 1135pm-1235am (Program: LATE NIGHT - SETH MYERS)Nov-2017LS	CM	1135pm-1235am	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/23/18	10/29/18	MTWTF--			4		\$125.00	0.00					
N 19	KSHB	10/23/18	10/27/18	Sa 1030pm-12am Sa 1030pm-12am (Program: SATURDAY NIGHT LIVE)Nov-2017LS	CM	1030pm-12am	-----S-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/18	10/28/18	-----S-			1		\$700.00	0.00					
N 20	KSHB	10/23/18	10/23/18	Tuesday Prime B Tuesday Prime B (Program: THIS IS US)Nov-2017LS	CM	8-9pm	-T-----	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/18	10/28/18	-T-----			1		\$7,500.00	0.00					
N 21	KSHB	10/23/18	10/25/18	Thursday Prime C Thursday Prime C (Program: CHICAGO FIRE)Nov-2017LS	CM	9-10pm	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$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:		10/22/18	10/28/18	---T---			1		\$1,800.00	0.00					
N 22	KSHB	10/23/18	10/28/18	NFL Game Sunday NFL Game Sunday (Program: SUNDAY NIGHT FOOTBALL)Nov-2017LS	CM	713-1030pm	-----S	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/18	10/28/18	-----S			1		\$6,000.00	0.00					
													Totals	50	\$38,780.00