

# ORDER



**Orders**  
**Order / Rev:** 443115  
**Alt Order #:** WOC10986172  
**Product Desc:** Issue  
**Estimate:** 6510  
**Flight Dates:** 09/11/18 - 09/17/18  
**Original Date / Rev:** 07/12/18 / 07/12/18  
**Order Type:** GENERAL

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

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue NW  
 Washington, DC 20007

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

**Advertiser Name:** Senate Majority PAC  
**Demographic:** A25-54  
**Product Codes:** PL Non-Ballot Issue  
**Priority:** P-3  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/18	09/17/18	50	\$26,300.00	\$22,355.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	50	\$26,300.00	\$22,355.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$26,300.00</b>	<b>\$22,355.00</b>	<b>0.00</b>

**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
1	KSHB	09/11/18	09/17/18	M-F 5-6am News M-F 5-6am News (Program: 41 ACTION NEWS TODAY 5A)Sep-2017LS	CM	5-6am	MTWTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/18	09/17/18	MTWTF--					3	\$125.00		0.00			
2	KSHB	09/11/18	09/17/18	M-F 6-7am News M-F 6-7am News (Program: 41 ACTION NEWS TODAY 6A)Sep-2017LS	CM	6-7am	MTWTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/18	09/17/18	MTWTF--					3	\$250.00		0.00			
3	KSHB	09/11/18	09/17/18	M-F Today Show M-F Today Show (Program: NBC TODAY SHOW)Sep-2017LS	CM	7-9am	MTWTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/18	09/17/18	MTWTF--					3	\$225.00		0.00			
4	KSHB	09/11/18	09/15/18	Sa 7-8am News Sa 7-8am News (Program: 41 ACTION NEWS TODAY WEEKEND)Sep-2017LS	CM	7-8am	-----S-	:30	1	\$125.00	P-6	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/18	09/16/18	-----S-					1	\$125.00		0.00			
5	KSHB	09/11/18	09/15/18	Sa Today Show Sa Today Show	CM	8-10am	-----S-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00

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 Estimate: 6510  
**KSHB-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: SATURDAY TODAY)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/18	09/16/18	-----S-					1	\$200.00		0.00			
6	KSHB	09/11/18	09/16/18	Su Today Show Su Today Show	CM	7-8am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
(Program: SUNDAY TODAY)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/18	09/16/18	-----S					1	\$250.00		0.00			
7	KSHB	09/11/18	09/16/18	Su 8-9am News Su 8-9am News	CM	8-9am	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
(Program: 41 ACTION NEWS TODAY WEEKEND)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/18	09/16/18	-----S					1	\$200.00		0.00			
8	KSHB	09/11/18	09/17/18	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
(Program: 41 ACTION NEWS MIDDAY)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					3	\$100.00		0.00			
9	KSHB	09/11/18	09/17/18	M-F 3-330pm M-F 3-330pm	CM	3-330pm	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
(Program: JEOPARDY!)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					4	\$150.00		0.00			
10	KSHB	09/11/18	09/17/18	M-F 330-4pm M-F 330-4pm	CM	330-4pm	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
(Program: JEOPARDY!)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					4	\$300.00		0.00			
11	KSHB	09/11/18	09/17/18	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
(Program: 41 ACTION NEWS 5P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					2	\$350.00		0.00			
12	KSHB	09/11/18	09/17/18	M-F Nightly News M-F Nightly News	CM	530-6pm	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
(Program: NBC NIGHTLY NEWS)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					2	\$1,500.00		0.00			
13	KSHB	09/11/18	09/17/18	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
(Program: 41 ACTION NEWS 6P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					2	\$500.00		0.00			
14	KSHB	09/11/18	09/17/18	M-F 630-7pm News M-F 630-7pm News	CM	630-7pm	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
(Program: 41 ACTION NEWS 630P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					2	\$300.00		0.00			
15	KSHB	09/11/18	09/16/18	Su 5-530pm News Su 5-530pm News	CM	5-530pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
(Program: 41 ACTION NEWS 5P SUN)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/18	09/16/18	-----S					1	\$200.00		0.00			
16	KSHB	09/11/18	09/17/18	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	MTWTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
(Program: 41 ACTION NEWS 10P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/18	09/17/18	MTWTF--					3	\$650.00		0.00			
17	KSHB	09/11/18	09/17/18	M-F 1035-1135pm M-F 1035-1135pm	CM	1035-1135pm	MTWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
(Program: TONIGHT SHOW)Sep-2017LS															

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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
17	KSHB	09/11/18	09/17/18	M-F 1035-1135pm M-F 1035-1135pm	CM	1035-1135pm	MTWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
(Program: TONIGHT SHOW)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/18	09/17/18	MTWTF--			3		\$350.00		0.00				
18	KSHB	09/11/18	09/15/18	Sa 10-1030pm News Sa 10-1030pm News	CM	10-1030pm	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
(Program: 41 ACTION NEWS 10P SAT)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	-----S-			1		\$500.00		0.00				
19	KSHB	09/11/18	09/16/18	Su 10-1035pm News Su 10-1035pm News	CM	10-1035pm	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
(Program: 41 ACTION NEWS 10P SUN)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	-----S			1		\$500.00		0.00				
20	KSHB	09/11/18	09/17/18	M-F 1135pm-1235am M-F 1135pm-1235am	CM	1135pm-1235am	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
(Program: LATE NIGHT - SETH MYERS)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/18	09/17/18	MTWTF--			3		\$125.00		0.00				
21	KSHB	09/11/18	09/15/18	Sa 1030pm-12am Sa 1030pm-12am	CM	1030pm-12am	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
(Program: SATURDAY NIGHT LIVE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	-----S-			1		\$600.00		0.00				
N22	KSHB	09/11/18	09/17/18	Monday Prime 7-9pm Monday Prime 7-9pm	CM	7-9pm	M-----	:30	1	\$2,500.00	P-3	0.00	NM	0	\$0.00
(Program: THE VOICE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/18	09/17/18	M-----			1		\$2,500.00		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	09/11/18-09/17/18		Monday Prime 7-9pm			7-9pm		M-----	:30	<del>(\$2,500.00)</del>	0.00	NM		
Credited															
23	KSHB	09/11/18	09/12/18	Wednesday Prime A Wednesday Prime A	CM	7-8pm	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
(Program: THE BLACKLIST)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	--W----			1		\$1,000.00		0.00				
N24	KSHB	09/11/18	09/14/18	Friday Prime A Friday Prime A	CM	7-8pm	----F--	:30	1	\$750.00	P-3	0.00	NM	0	\$0.00
(Program: WILL&GRACE/SUPERSTORE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	----F--			1		\$750.00		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	09/10/18-09/16/18		Friday Prime A			7-8pm		----F--	:30	<del>(\$750.00)</del>	0.00	NM		
Credited															
25	KSHB	09/11/18	09/14/18	Friday Prime C Friday Prime C	CM	9-10pm	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
(Program: DATELINE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	----F--			1		\$900.00		0.00				
26	KSHB	09/11/18	09/16/18	NFL Game Sunday NFL Game Sunday	CM	713-1030pm	-----S	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
(Program: SUNDAY NIGHT FOOTBALL)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/18	09/16/18	-----S			1		\$6,000.00		0.00				
N27	KSHB	09/11/18	09/17/18	Emmy Awards Show Emmy Awards Show	CM	7-10pm	M-----	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00
(Program: THE VOICE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/18	09/17/18	M-----			1		\$2,500.00		0.00				

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Advertiser: Senate Majority PAC  
 Product Desc: Issue  
 Estimate: 6510

**KSHB-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	KSHB	09/11/18	09/14/18	Friday Prime 7-9pm Friday Prime 7-9pm	CM	7-9pm	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
(Program: WILL&GRACE/SUPERSTORE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/18	09/16/18	----F--			1			\$750.00			0.00		
													Totals	50	\$26,300.00