

## ORDER



WDAF-TV

<b>Orders</b>	<b>Order / Rev:</b>	<b>403874</b>	
	<b>Alt Order #:</b>	<b>08433558</b>	
	<b>Product Desc:</b>	<b>SMITH FOR SEC OF ST</b>	
	<b>Estimate:</b>	<b>4606</b>	
	<b>Flight Dates:</b>	<b>11/02/16 - 11/08/16</b>	<b>Primary AE:</b> Nick Welte
	<b>Original Date / Rev:</b>	<b>11/01/16 / 11/01/16</b>	<b>Sales Office:</b> NPHL
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Region:</b> National
<b>Agency</b>	<b>Name:</b>	<b>GPS Impact</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		1322 G Street SE	<b>Billing Cycle:</b> EOM/EOC
		Washington, DC 20003	<b>Agency Commission:</b> 15%
<b>Advertiser</b>	<b>Name:</b>	<b>Smith R/D/Sec/MO</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>New Business Thru:</b>
	<b>Product Codes:</b>	<b>PL2.i.i</b>	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	<b>04</b>	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	<b>Agency, Political, Political-Non-PAC</b>	<b>Agency External ID:</b>

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	43	\$20,250.00	\$17,212.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	43	\$20,250.00	\$17,212.50	0.00
<b>Totals</b>	<b>43</b>	<b>\$20,250.00</b>	<b>\$17,212.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDAF-TV	25%	\$20,250.00
Market	100%	\$81,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	25%	\$20,250.00
KCWE	0%	\$0.00
KMBC	25%	\$20,250.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$20,250.00
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	11/04/16	11/04/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	----1--	:30	1	\$400.00	03	0.00	NM	1	\$400.00
				M-F 10a-11a		(10:00 AM-11:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/31/16	11/06/16	----1--	1	\$400.00	0.00								
E 2	4	11/04/16	11/04/16		CM	12:00 PM-1:30 PM	----1--	:30	1	\$400.00	03	0.00	NM	1	\$400.00

Order / Rev: 403874  
 Alt Order #: 08433558  
 Flight Dates: 11/02/16 - 11/08/16

Advertiser: Smith R/D/Sec/MO  
 Product Desc: SMITH FOR SEC OF ST  
 Estimate: 4606  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12p-1p															
M-F 12p-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$400.00			0.00			
E 3	4	11/04/16	11/04/16	M-F 2p-3p	CM	2:00 PM-3:00 PM	----1--	:30	1	\$200.00	04	0.00	NM	1	\$200.00
M-F 2p-3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$200.00			0.00			
E 4	4	11/04/16	11/04/16	M-F 4p-5p	CM	4:00 PM-5:00 PM	----1--	:30	1	\$600.00	03	0.00	NM	1	\$600.00
M-F 4p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$600.00			0.00			
E 5	4	11/04/16	11/04/16	M-F 430a-5a	CM	4:30 AM-5:00 AM	----1--	:30	1	\$100.00	04	0.00	NM	1	\$100.00
M-F 430a-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$100.00			0.00			
E 6	4	11/04/16	11/04/16	M-F 530a-6a	CM	5:30 AM-6:00 AM	----1--	:30	1	\$600.00	03	0.00	NM	1	\$600.00
M-F 530a-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$600.00			0.00			
E 7	4	11/04/16	11/04/16	M-F 9a-10a	CM	9:00 AM-10 AM	----1--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
M-F 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--			1		\$500.00			0.00			
E 8	4	11/07/16	11/07/16	M-F 1p-2p	CM	1:00 PM-2:00 PM	1-----	:30	1	\$200.00	04	0.00	NM	1	\$200.00
M-F 1p-2p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$200.00			0.00			
E 9	4	11/07/16	11/07/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
M-F 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$400.00			0.00			
E 10	4	11/07/16	11/07/16	M-F 12p-1p	CM	12:00 PM-1:30 PM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
M-F 12p-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$400.00			0.00			
E 11	4	11/07/16	11/07/16	M-F 2p-3p	CM	2:00 PM-3:00 PM	1-----	:30	1	\$200.00	04	0.00	NM	1	\$200.00
M-F 2p-3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$200.00			0.00			
E 12	4	11/07/16	11/07/16	M-F 430a-5a	CM	4:30 AM-5:00 AM	1-----	:30	1	\$100.00	04	0.00	NM	1	\$100.00
M-F 430a-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$100.00			0.00			
E 13	4	11/07/16	11/07/16	M-F 5a-530a	CM	5:00 AM-5:30 AM	1-----	:30	1	\$450.00	03	0.00	NM	1	\$450.00
M-F 5a-530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$450.00			0.00			
E 14	4	11/07/16	11/07/16	M-F 5p-6p	CM	5 PM-6:00 PM	1-----	:30	1	\$800.00	03	0.00	NM	1	\$800.00
M-F 5p-6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$800.00			0.00			
E 15	4	11/07/16	11/07/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	1-----	:30	1	\$875.00	03	0.00	NM	1	\$875.00
M-F 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----			1		\$875.00			0.00			
E 16	4	11/07/16	11/07/16	M-F 6a-7a	CM	6AM-7:00 AM	1-----	:30	1	\$900.00	03	0.00	NM	1	\$900.00
M-F 6a-7a															
		<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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Advertiser: Smith R/D/Sec/MO  
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 Estimate: 4606  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	4	11/07/16	11/07/16	M-F 6a-7a M-F 6a-7a	CM	6AM-7:00 AM	1-----	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----					1	\$900.00		0.00			
E 17	4	11/07/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10 AM	1-----	:30	1	\$500.00	03	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: 11/07/16	11/13/16	1-----					1	\$500.00		0.00			
E 18	4	11/07/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9 AM-10:00 AM	1-----	:30	1	\$500.00	03	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: 11/07/16	11/13/16	1-----					1	\$500.00		0.00			
E 19	4	11/05/16	11/05/16	Sa 5p-6p Sa 5p-6p	CM	5:00 PM-6:00 PM	-----1-	:30	1	\$500.00	03	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: 10/31/16	11/06/16	-----1-					1	\$500.00		0.00			
E 20	4	11/05/16	11/05/16	Sa 6a-8a Sa 6a-8a Eff 4/23	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$550.00	03	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-					1	\$550.00		0.00			
E 21	4	11/06/16	11/06/16	Su 5p-6p Su 5p-6p	CM	5:00 PM-6:00 PM	-----1	:30	1	\$500.00	03	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: 10/31/16	11/06/16	-----1					1	\$500.00		0.00			
E 22	4	11/06/16	11/06/16	Su 7a-9a Su 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1	:30	1	\$550.00	03	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1					1	\$550.00		0.00			
E 23	4	11/03/16	11/03/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	---1---	:30	1	\$200.00	04	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: 10/31/16	11/06/16	---1---					1	\$200.00		0.00			
E 24	4	11/03/16	11/03/16	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	---1---	:30	1	\$200.00	04	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: 10/31/16	11/06/16	---1---					1	\$200.00		0.00			
E 25	4	11/03/16	11/03/16	M-F 12p-1p M-F 12p-1p	CM	12 PM-1:00 PM	---1---	:30	1	\$400.00	03	0.00	NM	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: 10/31/16	11/06/16	---1---					1	\$400.00		0.00			
E 26	4	11/03/16	11/03/16	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	---1---	:30	1	\$400.00	03	0.00	NM	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: 10/31/16	11/06/16	---1---					1	\$400.00		0.00			
E 27	4	11/03/16	11/03/16	M-F 430a-5a M-F 430a-5a	CM	4:30 AM-5:00 AM	---1---	:30	1	\$100.00	04	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: 10/31/16	11/06/16	---1---					1	\$100.00		0.00			
E 28	4	11/03/16	11/03/16	M-F 5a-530a M-F 5a-530a	CM	5:00 AM-5:30 AM	---1---	:30	1	\$450.00	03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$450.00		0.00			
E 29	4	11/03/16	11/03/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	---1---	:30	1	\$875.00	03	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$875.00		0.00			
E 30	4	11/03/16	11/03/16	M-F 6a-7a M-F 6a-7a	CM	6 AM-7:00 AM	---1---	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$900.00		0.00			

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WDAF-TV

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E 30	4	11/03/16	11/03/16	M-F 6a-7a M-F 6a-7a	CM	6 AM-7:00 AM	---1---	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$900.00		0.00			
E 31	4	11/03/16	11/03/16	M-F 7a-9a M-F 7a-9a	CM	7-9a AM	---1---	:30	1	\$700.00	03	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: 10/31/16	11/06/16	---1---					1	\$700.00		0.00			
E 32	4	11/03/16	11/03/16	M-F 7a-9a M-F 7a-9a	CM	7-9 AM	---1---	:30	1	\$700.00	03	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: 10/31/16	11/06/16	---1---					1	\$700.00		0.00			
E 33	4	11/03/16	11/03/16	M-F 9a-10a M-F 9a-10a	CM	9 AM-10:00 AM	---1---	:30	1	\$500.00	03	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: 10/31/16	11/06/16	---1---					1	\$500.00		0.00			
E 34	4	11/08/16	11/08/16	M-F 430a-5a M-F 430a-5a	CM	4:30 AM-5:00 AM	-1-----	:30	1	\$100.00	04	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: 11/07/16	11/13/16	-1-----					1	\$100.00		0.00			
E 35	4	11/02/16	11/02/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	--1----	:30	1	\$400.00	03	0.00	NM	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: 10/31/16	11/06/16	--1----					1	\$400.00		0.00			
E 36	4	11/02/16	11/02/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM	--1----	:30	1	\$400.00	03	0.00	NM	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: 10/31/16	11/06/16	--1----					1	\$400.00		0.00			
E 37	4	11/02/16	11/02/16	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	--1----	:30	1	\$200.00	04	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: 10/31/16	11/06/16	--1----					1	\$200.00		0.00			
E 38	4	11/02/16	11/02/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	--1----	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--1----					1	\$600.00		0.00			
E 39	4	11/02/16	11/02/16	M-F 430a-5a M-F 430a-5a	CM	4:30 AM-5:00 AM	--1----	:30	1	\$100.00	04	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: 10/31/16	11/06/16	--1----					1	\$100.00		0.00			
E 40	4	11/02/16	11/02/16	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM	--1----	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--1----					1	\$600.00		0.00			
E 41	4	11/02/16	11/02/16	M-F 5p-6p M-F 5p-6p	CM	5 PM-6:00 PM	--1----	:30	1	\$800.00	03	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: 10/31/16	11/06/16	--1----					1	\$800.00		0.00			
E 42	4	11/02/16	11/02/16	M-F 6a-7a M-F 6a-7a	CM	6 AM-7:00 AM	--1----	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--1----					1	\$900.00		0.00			
E 43	4	11/02/16	11/02/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM	--1----	:30	1	\$500.00	03	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: 10/31/16	11/06/16	--1----					1	\$500.00		0.00			
													Totals	43	\$20,250.00