

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1305560  
**Alt Order #:** 08394768  
**Product Desc:** DSCC IE  
**Estimate:** 5453  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 09/25/16 / 10/18/16  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media/ POL  
**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:** Democratic Senate Campaign Comm.  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P02-FTB  
**Revenue Codes:** AGY, (POL) Political, (POL) Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 75601  
**Agency External ID:** 2086AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	61	\$62,025.00	\$52,721.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	61	\$62,025.00	\$52,721.25	0.00
<b>Totals</b>	<b>61</b>	<b>\$62,025.00</b>	<b>\$52,721.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	37%	\$62,025.00
Market	100%	\$167,635.14

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$10,058.11
KETC	0%	\$0.00
KMOV	33%	\$55,319.59
KNLC	0%	\$0.00
KPLR	5%	\$8,381.76
KTVI	19%	\$31,850.68
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/11/16	10/17/16	LN (M-F) LN (M-F)	CM	10-1035p	- TWTF - -	:30	1	\$2,250.00	P02-F	0.00	NM	1	\$2,250.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	- TWTF - -			1			\$2,250.00		0.00			
E 2	KSDK	10/11/16	10/17/16	Late Night Late Night	CM	1135p-1235x	MTWTF - -	:30	2	\$375.00	P02-F	0.00	NM	2	\$750.00

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**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LATE NIGHT W/SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					2	\$375.00		0.00			
E 3	KSDK	10/11/16	10/17/16	Last Call Last Call	CM	1235a-107a	MTWTF--	:30	3	\$150.00	P02-F	0.00	NM	3	\$450.00
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					3	\$150.00		0.00			
E 4	KSDK	10/11/16	10/17/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	MTWTF--	:30	8	\$350.00	P02-F	0.00	NM	8	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					8	\$350.00		0.00			
E 5	KSDK	10/11/16	10/17/16	Ellen 3-4p Ellen Degeneres	CM	3-4p	MTWTF--	:30	2	\$675.00	P02-F	0.00	NM	2	\$1,350.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					2	\$675.00		0.00			
E 6	KSDK	10/11/16	10/17/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	MTWTF--	:30	2	\$1,000.00	P02-F	0.00	NM	2	\$2,000.00
FIRST AT FOUR: LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					2	\$1,000.00		0.00			
E 7	KSDK	10/11/16	10/17/16	Jeopardy 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	5	\$1,000.00	P02-F	0.00	NM	5	\$5,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					5	\$1,000.00		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>		
4	KSDK	10/11/16-10/17/16		Jeopardy 430-5p		430-5p	MTWThF----	:30		<del>(\$1,000.00)</del>		0.00	NM		
See MG 7.6															
[Revised Issue rate is \$1500 week of 10/17]															
6	KSDK	10/17/16-10/17/16		Jeopardy 430-5p		430-5p	M-----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 7.4 10/17															
[NA]															
E 8	KSDK	10/11/16	10/17/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	-TWTF--	:30	2	\$1,800.00	P02-F	0.00	NM	2	\$3,600.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--					2	\$1,800.00		0.00			
E 9	KSDK	10/11/16	10/17/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	-TWTF--	:30	2	\$2,025.00	P02-F	0.00	NM	2	\$4,050.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--					2	\$2,025.00		0.00			
E 10	KSDK	10/11/16	10/17/16	Local News @ 6a M-F 6-7a	CM	6-7A	MTWTF--	:30	2	\$900.00	P02-F	0.00	NM	2	\$1,800.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					2	\$900.00		0.00			
E 11	KSDK	10/11/16	10/17/16	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	-TWTF--	:30	4	\$2,250.00	P02-F	0.00	NM	3	\$6,750.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--					4	\$2,250.00		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>		
2	KSDK	10/11/16-10/17/16		Wheel of Frtune 630-7p		630-7P	-TWThF----	:30		<del>(\$2,250.00)</del>		0.00	NM		
Credited															
[Credit]															
E 12	KSDK	10/11/16	10/17/16	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$900.00	P02-F	0.00	NM	5	\$4,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					5	\$900.00		0.00			
E 13	KSDK	10/11/16	10/17/16	Today Show 2 Today Show 2	CM	9-10a	- TWTF - -	:30	8	\$450.00	P02-F	0.00	NM	8	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	- TWTF - -					8	\$450.00		0.00			
E 14	KSDK	10/14/16	10/14/16	Fri Prime Other Friday Other	CM	6:57p-10p (8:00 PM-10:00 PM)	- - - - F - -	:30	1	\$2,700.00	P02-F	0.00	NM	1	\$2,700.00
DATELINE MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - F - -					1	\$2,700.00		0.00			
E 15	KSDK	10/15/16	10/15/16	Local News @ 5p Sa News Channel 5 at 5P Sat	CM	5-530P	- - - - - S -	:30	1	\$900.00	P02-F	0.00	NM	1	\$900.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S -					1	\$900.00		0.00			
E 16	KSDK	10/15/16	10/15/16	Local News @ 6p Sa News Channel 5 at 6P Sat	CM	6-630P	- - - - - S -	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S -					1	\$1,125.00		0.00			
E 17	KSDK	10/15/16	10/15/16	Local News @ 6a Sa Sat 6-7A	CM	6-7A	- - - - - S -	:30	2	\$350.00	P02-F	0.00	NM	2	\$700.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S -					2	\$350.00		0.00			
E 18	KSDK	10/16/16	10/16/16	PP 10-1030a Su Sun Paid 10am	CM	Sun Paid 10am	- - - - - S	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
CARDINALS INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S					1	\$450.00		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	KSDK	10/10/16-10/16/16		PP 10-1030a Su		Sun Paid 10am	- - - - - S -	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 18.2															
[NA]															
2	KSDK	10/11/16-10/14/16		Local News @ 5a M-F		5-6A	- TWThF - - - -	:30		\$450.00		0.00	NM		
Ⓜ MG for 18.1 10/16															
[n/a]															
E 19	KSDK	10/16/16	10/16/16	Local News @ 5p Su News Channel 5 at 5P Sun	CM	5-530P	- - - - - S	:30	1	\$1,225.00	P02-F	0.00	NM	1	\$1,225.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S					1	\$1,225.00		0.00			
E 20	KSDK	10/16/16	10/16/16	Local News @ 6a Su Sun 6-7A	CM	6-7A	- - - - - S	:30	2	\$350.00	P02-F	0.00	NM	2	\$700.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S					2	\$350.00		0.00			
E 21	KSDK	10/16/16	10/16/16	Today Show Su NBC Today Show (Su)	CM	7-8A	- - - - - S	:30	2	\$550.00	P02-F	0.00	NM	2	\$1,100.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S					2	\$550.00		0.00			
E 22	KSDK	10/16/16	10/16/16	Local News @ 9a Su Sun 9-10a	CM	9-10A	- - - - - S	:30	2	\$675.00	P02-F	0.00	NM	2	\$1,350.00
NEWSCHANNEL 5 AT 9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	- - - - - S					2	\$675.00		0.00			
E 23	KSDK	10/13/16	10/13/16		CM	9-10P	- - - T - - -	:30	1	\$4,500.00	P02-F	0.00	NM	1	\$4,500.00

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 Estimate: 5453

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Thu Prime C										
				THE BLACKLIST										
				Thu Prime C										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
				Week: 10/10/16	10/16/16	---T---	1	\$4,500.00	0.00					
E 24	KSDK	10/12/16	10/12/16	Wed Prime A	CM	7-8P	--W----	:30	1	\$3,375.00	P02-F	0.00 NM	1	\$3,375.00
				Wed Prime A		(7:00 PM-8:00 PM)								
				BLINDSPOT										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
				Week: 10/10/16	10/16/16	--W----	1	\$3,375.00	0.00					
E 25	KSDK	10/12/16	10/12/16	Wed Prime C	CM	9-10P	--W----	:30	1	\$4,500.00	P02-F	0.00 NM	1	\$4,500.00
				Wed 9-10p										
				CHICAGO PD										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
				Week: 10/10/16	10/16/16	--W----	1	\$4,500.00	0.00					
												Totals	61	\$62,025.00