

ORDER

**KSDK**

Orders

Order / Rev: 1313558

Alt Order #: 08416089

Product Desc: BABCOCK FOR ST REP

Estimate: 2149

Flight Dates: 10/14/16 - 10/17/16

Original Date / Rev: 10/13/16 / 10/18/16

Order Type: Political

Primary AE: Kristen Waskie

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Strategic Media Services/ POL

Buying Contact:

Billing Contact:

1911 North Ft. Myer Drive

Arlington, VA 22209

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Michael Babcock / State Rep / R / POL

Demographic: A35+

Product Codes: PL-State House Representative

Priority: P03-PB

Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID: 107929

Agency External ID: 2928AG

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	23	\$16,800.00	\$14,280.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	23	\$16,800.00	\$14,280.00	0.00
Totals	23	\$16,800.00	\$14,280.00	0.00

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	39%	\$16,800.00
Market	100%	\$43,076.92

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	10%	\$4,307.69
KETC	0%	\$0.00
KMOV	28%	\$12,061.54
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	23%	\$9,907.69
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	10/14/16	10/14/16	LN (M-F)	CM	10-1035p	----F--	:30	1	\$1,000.00	P04-C	0.00	NM	0	\$0.00
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	----F--	1		\$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>		
1	KSDK	10/10/16-10/16/16		LN (M-F)	10-1035p		-----F----	:30		(\$1,000.00)		0.00	NM		

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/14/16	10/14/16	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$1,000.00	P04-C	0.00	NM	0	\$0.00
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	----F--	1		\$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>				
Credited [Credit]															
E 2	KSDK	10/14/16	10/14/16	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
TONIGHT SHOW W.JIMMY FALLON															
		<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		\$750.00		0.00						
E 3	KSDK	10/14/16	10/14/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	----F--	:30	2	\$225.00	P03-F	0.00	NM	2	\$450.00
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	----F--	2		\$225.00		0.00						
E 4	KSDK	10/14/16	10/14/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	----F--	:30	1	\$675.00	P03-F	0.00	NM	1	\$675.00
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:		10/10/16	10/16/16	----F--	1		\$675.00		0.00						
E 5	KSDK	10/14/16	10/14/16	Jeopardy 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$675.00	P03-F	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	----F--	1		\$675.00		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		Jeopardy 430-5p	430-5p		-----F----	:30	(\$675.00)	0.00	NM				
Credited [Credit]															
E 6	KSDK	10/14/16	10/14/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$1,200.00	P03-F	0.00	NM	0	\$0.00
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	----F--	1		\$1,200.00		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		Local News @ 5p M-F	5-530P		-----F----	:30	(\$1,200.00)	0.00	NM				
Credited [Credit]															
E 7	KSDK	10/14/16	10/14/16	Local News @ 5a M-F 5-6a	CM	5-6A	----F--	:30	1	\$200.00	P04-C	0.00	NM	1	\$200.00
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	----F--	1		\$200.00		0.00						
E 8	KSDK	10/14/16	10/14/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,350.00	P03-F	0.00	NM	1	\$1,350.00
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	----F--	1		\$1,350.00		0.00						
E 9	KSDK	10/14/16	10/14/16	Local News @ 6a M-F 6-7a	CM	6-7A	----F--	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
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	----F--	1		\$600.00		0.00						
E 10	KSDK	10/14/16	10/14/16	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	----F--	:30	1	\$1,500.00	P03-F	0.00	NM	1	\$1,500.00
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:		10/10/16	10/16/16	----F--	1		\$1,500.00		0.00						

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E 11	KSDK	10/14/16	10/14/16	Today Show Today Show	CM	7-9a	----F--	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
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	----F--					1	\$600.00		0.00			
E 12	KSDK	10/17/16	10/17/16	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$1,800.00		0.00			
E 13	KSDK	10/17/16	10/17/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$225.00		0.00			
E 14	KSDK	10/17/16	10/17/16	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
TONIGHT SHOW W.JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$600.00		0.00			
E 15	KSDK	10/17/16	10/17/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	M-----	:30	1	\$450.00	P04-C	0.00	NM	1	\$450.00
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:		10/17/16	10/23/16	M-----					1	\$450.00		0.00			
E 16	KSDK	10/17/16	10/17/16	Jeopardy 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$675.00	P03-F	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$675.00		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	10/17/16-10/23/16		Jeopardy 430-5p		430-5p	M-----	:30		(\$675.00)		0.00	NM		
Credited [Credit]															
E 17	KSDK	10/17/16	10/17/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,000.00	P04-C	0.00	NM	1	\$1,000.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$1,000.00		0.00			
E 18	KSDK	10/17/16	10/17/16	Local News @ 6a M-F 6-7a	CM	6-7A	M-----	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
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:		10/17/16	10/23/16	M-----					1	\$600.00		0.00			
E 19	KSDK	10/17/16	10/17/16	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	M-----	:30	1	\$2,250.00	P03-F	0.00	NM	1	\$2,250.00
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:		10/17/16	10/23/16	M-----					1	\$2,250.00		0.00			
E 20	KSDK	10/17/16	10/17/16	Today Show Today Show	CM	7-9a	M-----	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----					1	\$600.00		0.00			
E 21	KSDK	10/15/16	10/15/16	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$900.00	P04-C	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 22	KSDK	10/15/16	10/15/16	Local News @ 5p Sa News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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	\$600.00		0.00			
E 23	KSDK	10/15/16	10/15/16	Local News @ 6a Sa Sat 6-7A	CM	6-7A	-----S-	:30	1	\$150.00	P04-C	0.00	NM	1	\$150.00
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-					1	\$150.00		0.00			
E 24	KSDK	10/15/16	10/15/16	Today Show Sa NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
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-					1	\$300.00		0.00			
E 25	KSDK	10/16/16	10/16/16	Cardinals Insider Cardinals Insider	CM	Cardinals Insider	-----S	:30	1	\$300.00	P03-F	0.00	NM	0	\$0.00
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	\$300.00		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		Cardinals Insider	Cardinals Insider		-----Su	:30		(\$300.00)		0.00	NM		
Credited [Credit]															
E 26	KSDK	10/16/16	10/16/16	Local News @ 5p Su News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$825.00	P03-F	0.00	NM	1	\$825.00
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	\$825.00		0.00			
E 27	KSDK	10/16/16	10/16/16	Today Show Su NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
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					1	\$375.00		0.00			
Totals													23	\$16,800.00	