



Order / Rev: 1318387  
 Alt Order #: 08428257  
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: Michael Babcock / State Rep / R / POL  
 Product Desc: BABCOCK 4 ST REP IL  
 Estimate: 2367  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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:		11/07/16	11/13/16	-T-----					1	\$450.00		0.00			
E 3	KSDK	11/04/16	11/04/16	Local News @ 6a M-F	CM	6-7A	----F--	:30	1	\$750.00	P03-F	0.00	NM	0	\$0.00
				6-7a											
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:		10/31/16	11/06/16	----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	KSDK	10/31/16-11/06/16		Local News @ 6a M-F		6-7A	----F--	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4															
E 4	KSDK	11/07/16	11/07/16	Today Show	CM	7-9a	M-----	:30	1	\$750.00	P03-F	0.00	NM	0	\$0.00
				Today Show											
TODAY SHOW															
		<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	M-----					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	KSDK	11/07/16-11/13/16		Today Show		7-9a	M-----	:30		<del>(\$750.00)</del>		0.00	NM		
Credited [credit]															
E 5	KSDK	11/03/16	11/03/16	Today Show	CM	7-9a	---T---	:30	1	\$750.00	P03-F	0.00	NM	3	\$1,500.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---					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	KSDK	10/31/16-11/06/16		Today Show		7-9a	---Th----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 5.2,5.3,5.4															
2	KSDK	11/01/16-11/01/16		Ellen 3-4p		3-4p	-T-----	:30		\$525.00		0.00	NM		
Ⓜ MG for 3.1,5.1 [n/a]															
3	KSDK	11/01/16-11/01/16		Ellen 3-4p		3-4p	-T-----	:30		\$525.00		0.00	NM		
Ⓜ MG for 3.1,5.1 [n/a]															
4	KSDK	11/07/16-11/07/16		Local News @ 5a M-F		5-6A	M-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 3.1,5.1 [n/a]															
E 6	KSDK	11/02/16	11/02/16	Show Me St Louis 10-11a	CM	10-11A	--W----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				M-F 10-11a											
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:		10/31/16	11/06/16	--W----					1	\$225.00		0.00			
E 7	KSDK	11/07/16	11/07/16	Local News @ 12p M-F	CM	Noon News	M-----	:30	1	\$450.00	P03-F	0.00	NM	1	\$450.00
				News Channel 5 @ Noon											
LOCAL NEWS															
		<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	M-----					1	\$450.00		0.00			
E 8	KSDK	11/02/16	11/02/16	Local News @ 12p M-F	CM	Noon News	--W----	:30	1	\$450.00	P03-F	0.00	NM	1	\$450.00
				News Channel 5 @ Noon											
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	--W----					1	\$450.00		0.00			
E 9	KSDK	11/04/16	11/04/16	Local News @ 12p M-F	CM	Noon News	----F--	:30	1	\$450.00	P03-F	0.00	NM	1	\$450.00
				News Channel 5 @ Noon											
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	----F--					1	\$450.00		0.00			
E 10	KSDK	11/04/16	11/04/16	Local News @ 4p M-F	CM	4-430P	----F--	:30	1	\$1,350.00	P04-C	0.00	NM	0	\$0.00
				News Channel 5 at 4P											
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>			

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 Alt Order #: 08428257  
 Flight Dates: 11/01/16 - 11/08/16

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 Product Desc: BABCOCK 4 ST REP IL  
 Estimate: 2367  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	KSDK	11/04/16	11/04/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	----F--	:30	1	\$1,350.00	P04-C	0.00	NM	0	\$0.00
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:		10/31/16	11/06/16	----F--	1		\$1,350.00		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	KSDK	10/31/16-11/06/16		Local News @ 4p M-F	4-430P		-----F----	:30	<del>(\$1,350.00)</del>	0.00	NM				
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8 [need rate \$2,025]															
E 11	KSDK	11/04/16	11/04/16	Jeopardy 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$1,650.00	P04-C	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:		10/31/16	11/06/16	----F--	1		\$1,650.00		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	10/31/16-11/06/16		Jeopardy 430-5p	430-5p		-----F----	:30	<del>(\$1,650.00)</del>	0.00	NM				
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8 [Need rate \$2,400]															
E 12	KSDK	11/01/16	11/01/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$3,375.00	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:		10/31/16	11/06/16	-T-----	1		\$3,375.00		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	10/31/16-11/06/16		Local News @ 5p M-F	5-530P		-T-----	:30	<del>(\$3,375.00)</del>	0.00	NM				
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8 [NA/Oversold]															
E 13	KSDK	11/07/16	11/07/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,250.00	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:		11/07/16	11/13/16	M-----	1		\$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>				
1	KSDK	11/07/16-11/13/16		Local News @ 6p M-F	6-630P		M-----	:30	<del>(\$2,250.00)</del>	0.00	NM				
Credited [credit]															
E 14	KSDK	11/02/16	11/02/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	--W----	1		\$3,375.00		0.00						
E 15	KSDK	11/04/16	11/04/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$3,375.00	P03-F	0.00	NM	1	\$3,375.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	----F--	1		\$3,375.00		0.00						
E 16	KSDK	11/07/16	11/07/16	Local News @ 10p M-F Local News @ 10p M-F	CM	Local News @ 10p	M-----	:30	1	\$2,500.00	P03-F	0.00	NM	1	\$2,500.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	1		\$2,500.00		0.00						
E 17	KSDK	11/02/16	11/02/16	Local News @ 10p M-F Local News @ 10p M-F	CM	Local News @ 10p	--W----	:30	1	\$2,500.00	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:		10/31/16	11/06/16	--W----	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	KSDK	10/31/16-11/06/16		Local News @ 10p M-F	Local News @ 10p		--W-----	:30	<del>(\$2,500.00)</del>	0.00	NM				
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8 [Need rate \$3,750]															
E 18	KSDK	11/03/16	11/03/16		CM	Local News @ 10p	---T---	:30	1	\$2,500.00	P04-C	0.00	NM	0	\$0.00

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 Product Desc: BABCOCK 4 ST REP IL  
 Estimate: 2367  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 10p M-F															
Local News @ 10p M-F															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	---T---	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	KSDK	10/31/16-11/06/16		Local News @ 10p M-F		Local News @ 10p	---Th----	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8															
[Need rate \$3,750]															
E 19	KSDK	11/04/16	11/04/16	Local News @ 10p M-F CM		Local News @ 10p	----F--	:30	1	\$2,500.00	P04-C	0.00	NM	6	\$13,875.00
Local News @ 10p M-F															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	----F--	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	KSDK	10/31/16-11/06/16		Local News @ 10p M-F		Local News @ 10p	-----F--	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8															
[Need rate \$3,750]															
2	KSDK	11/04/16-11/04/16		Jeopardy 430-5p		430-5p	-----F--	:30		\$3,600.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
3	KSDK	11/04/16-11/04/16		Local News @ 4p M-F		4-430P	-----F--	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
4	KSDK	11/03/16-11/03/16		Local News @ 6p M-F		6-630P	---Th----	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
5	KSDK	11/04/16-11/04/16		Local Prime Special		7-8P KSDK WEA	7:00 PM-8:00 PM	:30		\$600.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
6	KSDK	11/05/16-11/05/16		Sat Prime B		8-9P	-----Sa--	:30		\$1,125.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
7	KSDK	11/07/16-11/07/16		Today Show 3		11a-12p	M-----	:30		\$550.00		0.00	NM		
Ⓜ MG for 18.1,17.1,11.1,12.1,10.1,19.1															
[N/A]															
8	KSDK	11/03/16-11/04/16		Local News @ 4a M-F		4-5A	---ThF---	:30		<del>(\$100.00)</del>		0.00	NM		
Ⓜ Credited															
[CREDIT]															
E 20	KSDK	11/05/16	11/05/16	LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,250.00	P04-C	0.00	NM	1	\$2,250.00
LN (Sa)															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-----S-	1		\$2,250.00		0.00						
E 21	KSDK	11/05/16	11/05/16	Local News @ 6a Sa	CM	6-7A	-----S-	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
Sat 6-7A															
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:		10/31/16	11/06/16	-----S-	1		\$375.00		0.00						
E 22	KSDK	11/06/16	11/06/16	Today Show Su	CM	7-8A	-----S	:30	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
NBC Today Show (Su)															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-----S	1		\$1,000.00		0.00						
E 23	KSDK	11/06/16	11/06/16	Local News @ 5p Su	CM	5-530P	-----S	:30	1	\$900.00	P03-F	0.00	NM	0	\$0.00
News Channel 5 at 5P Sun															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-----S	1		\$900.00		0.00						

Order / Rev:	1318387
Alt Order #:	08428257
Flight Dates:	11/01/16 - 11/08/16

Advertiser:	Michael Babcock / State Rep / R / POL
Product Desc:	BABCOCK 4 ST REP IL
Estimate:	2367

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSDK	11/06/16	11/06/16	Local News @ 5p Su	CM	5-530P	-----S	:30	1	\$900.00	P03-F	0.00	NM	0	\$0.00
News Channel 5 at 5P Sun															
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/16	11/06/16	-----S		1		\$900.00		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	10/31/16-11/06/16	Local News @ 5p Su			5-530P	-----Su	:30		<del>(\$900.00)</del>	0.00	NM			
	Credited														
	[credit]														
Totals														21	\$30,725.00