

## ORDER



Kansas City

**Orders**  
**Order / Rev:** 759976  
**Alt Order #:**  
**Product Desc:** HENSLEY 2725  
**Estimate:** 2725  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 10/20/16 / 10/20/16  
**Order Type:** GENERAL

**Primary AE:** L POLITICAL HOUSE  
**Sales Office:** KCTV  
**Sales Region:** Local

**Agency**  
**Name:** Screen Strategies Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 11150 Fairfax Boulevard, Suite 505  
 Fairfax, VA 20120

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

**Advertiser**  
**Name:** Teresa Hensley For Attorney General  
**Demographic:** A35+  
**Product Codes:** Political-Candidates  
**Priority:** PMT  
**Revenue Codes:** POL, PLC, FLT

**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
09/26/16	10/30/16	21	\$24,046.00	\$20,439.10
10/31/16	10/31/16	5	\$3,445.00	\$2,928.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	21	\$24,046.00	\$20,439.10	0.00
November 2016	5	\$3,445.00	\$2,928.25	0.00
<b>Totals</b>	<b>26</b>	<b>\$27,491.00</b>	<b>\$23,367.35</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
L POLITICAL HOUSE			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	KCTV	10/25/16	10/31/16	CBS This Morning CBS This Morning	CM	7-9am	11111--	:30	5	\$495.00	FNP	0.00	NM	5	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	11111--		5			\$495.00			0.00			
2	KCTV	10/25/16	10/25/16	Price is Right Price is Right	CM	10-11am	-1-----	:30	1	\$825.00	FNP	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	-1-----		1			\$825.00			0.00			
3	KCTV	10/28/16	10/28/16	M-F 3-4pm M-F 3-4pm	CM	3-4pm	----1--	:30	1	\$611.00	FNP	0.00	NM	1	\$611.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	----1--		1			\$611.00			0.00			
4	KCTV	10/26/16	10/26/16	KCTV5 News 4pm 4:00 PM-4:30 PM	CM	4-5pm (4:00 PM-4:30 PM)	--1----	:30	1	\$450.00	PMT	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: 10/25/16	10/31/16	--1----		1			\$450.00			0.00			
5	KCTV	10/27/16	10/31/16	KCTV5 News 4pm 4:30 PM-5:00 PM	CM	4-5pm (4:30 PM-5:00 PM)	1--1---	:30	2	\$450.00	PMT	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	1--1---		2			\$450.00			0.00			
6	KCTV	10/25/16	10/28/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	-1--1--	:30	2	\$550.00	PMT	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 759976  
Alt Order #:  
Flight Dates: 10/25/16 - 10/31/16

Advertiser: Teresa Hensley For Attorney General  
Product Desc: HENSLEY 2725  
Estimate: 2725

Kansas City

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KCTV	10/25/16	10/28/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	- 1 - - 1 - -	:30	2	\$550.00	PMT	0.00	NM	2	\$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:	10/25/16	10/31/16	- 1 - - 1 - -		2			\$550.00			0.00			
7	KCTV	10/26/16	10/31/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	1 - 1 - - - -	:30	2	\$700.00	PMT	0.00	NM	2	\$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:	10/25/16	10/31/16	1 - 1 - - - -		2			\$700.00			0.00			
8	KCTV	10/25/16	10/31/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	1 1 1 1 1 - -	:30	5	\$900.00	PMT	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	1 1 1 1 1 - -		5			\$900.00			0.00			
9	KCTV	10/25/16	10/25/16	Tue 7-8pm Tue 7-8pm	CM	7-8pm	- 1 - - - - -	:30	1	\$3,400.00	PMT	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	- 1 - - - - -		1			\$3,400.00			0.00			
10	KCTV	10/26/16	10/26/16	Wed 8-9pm Wed 8-9pm	CM	8-9pm	- - 1 - - - -	:30	1	\$3,600.00	PMT	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	- - 1 - - - -		1			\$3,600.00			0.00			
11	KCTV	10/28/16	10/28/16	Fri 8-9pm Fri 8-9pm	CM	8-9pm	- - - - 1 - -	:30	1	\$1,980.00	FNP	0.00	NM	1	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	- - - - 1 - -		1			\$1,980.00			0.00			
12	KCTV	10/29/16	10/29/16	Sat 8-9pm Sat 8-9pm	CM	8-9pm	- - - - - 1 -	:30	1	\$1,650.00	FNP	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	- - - - - 1 -		1			\$1,650.00			0.00			
13	KCTV	10/30/16	10/30/16	Sun 7-8pm Sun 7-8pm	CM	7-8pm	- - - - - 1	:30	1	\$2,800.00	PMT	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	- - - - - 1		1			\$2,800.00			0.00			
14	KCTV	10/27/16	10/31/16	News @ 10pm KCTV5 News @ 10P	CM	10-1035pm	1 - - 1 - -	:30	2	\$900.00	PMT	0.00	NM	2	\$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:	10/25/16	10/31/16	1 - - 1 - -		2			\$900.00			0.00			
Totals														26	\$27,491.00