

ORDER



KSDK

Orders
Order / Rev: 1561130
Alt Order #: 08982165
Product Desc: ILL GOV PRIMARY
Estimate:
Flight Dates: 03/07/18 - 03/11/18
Original Date / Rev: 03/06/18 / 03/06/18
Order Type: Political

Primary AE: Dan Foster
Sales Office: T-CHI
Sales Region: NAT

Agency
Name: Liberty Principles / POL
Buying Contact:
Billing Contact:
 505 North Lake Shore Drive # 516
 Chicago, IL 60611-3499

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

Advertiser
Name: Jeanne Ives / R / Gov / IL / POL
Demographic: A35+
Product Codes: PL- State Governor
Priority: P03-PB
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 114892
Agency External ID: 39681AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/11/18	15	\$10,775.00	\$9,158.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	15	\$10,775.00	\$9,158.75	64.40
Totals	15	\$10,775.00	\$9,158.75	64.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			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
N 1	KSDK	03/07/18	03/11/18	Local News @ 5a M-F 5-6a	CM	5-6A	--WTF--	:30	2	\$250.00	P03-F	1.10	NM	2	\$500.00
TODAY IN ST. LOUIS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--WTF--	2		\$250.00		1.10						
N 2	KSDK	03/07/18	03/11/18	Local News @ 6a M-F 6-7a	CM	6-7A	--WTF--	:30	1	\$700.00	P03-F	2.50	NM	1	\$700.00
TODAY IN ST. LOUIS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--WTF--	1		\$700.00		2.50						
N 3	KSDK	03/07/18	03/11/18	Today Show Today Show	CM	7-9a	--WTF--	:30	2	\$700.00	P03-F	3.20	NM	2	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--WTF--	2		\$700.00		3.20						
N 4	KSDK	03/07/18	03/11/18	Jeopardy 12-1230p Jeopardy 12-1230p	CM	Jeopardy 12-1230p	--WTF--	:30	1	\$200.00	P03-F	2.00	NM	1	\$200.00
JEOPARDY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--WTF--	1		\$200.00		2.00						
N 5	KSDK	03/07/18	03/11/18	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	--WTF--	:30	3	\$275.00	P04-C	3.60	NM	3	\$825.00

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Advertiser: Jeanne Ives / R / Gov / IL / POL
 Product Desc: ILL GOV PRIMARY
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-- WTF--		3				\$275.00		3.60			
N 6	KSDK	03/07/18	03/11/18	Jeopardy 430-5p Jeopardy	CM	430-5p	-- WTF--	:30	1	\$700.00	P03-F	6.20	NM	1	\$700.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-- WTF--		1				\$700.00		6.20			
N 7	KSDK	03/07/18	03/11/18	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	-- WTF--	:30	1	\$1,000.00	P03-F	7.00	NM	1	\$1,000.00
5P LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-- WTF--		1				\$1,000.00		7.00			
N 8	KSDK	03/07/18	03/11/18	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	-- WTF--	:30	1	\$1,200.00	P03-F	6.70	NM	1	\$1,200.00
6P LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-- WTF--		1				\$1,200.00		6.70			
N 9	KSDK	03/07/18	03/11/18	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	-- WTF--	:30	1	\$1,250.00	P03-F	7.20	NM	1	\$1,250.00
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: 03/05/18	03/11/18	-- WTF--		1				\$1,250.00		7.20			
N 10	KSDK	03/07/18	03/11/18	LN (M-F) LN (M-F)	CM	10-1035p	-- WTF--	:30	1	\$1,500.00	P03-F	6.30	NM	1	\$1,500.00
10P LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-- WTF--		1				\$1,500.00		6.30			
N 11	KSDK	03/07/18	03/11/18	Local News @ 10p Su Local News @ 10p Su	CM	Local News @ 10p	-----S	:30	1	\$1,500.00	P03-F	7.10	NM	1	\$1,500.00
10P LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S		1				\$1,500.00		7.10			
													Totals	15	\$10,775.00