

## ORDER



Kansas City

**Orders**  
**Order / Rev:** 759148  
**Alt Order #:** 08416790  
**Product Desc:** HAWLEY ATG 8307  
**Estimate:** 8307  
**Flight Dates:** 10/18/16 - 10/24/16  
**Original Date / Rev:** 10/14/16 / 10/20/16  
**Order Type:** GENERAL

**Primary AE:** Ben Stecker  
**Sales Office:** T-WAS  
**Sales Region:** National

**Agency**  
**Name:** National Media Research Planning & F  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Josh Hawley For Attorney General  
**Demographic:** A35-64  
**Product Codes:** Political-Candidates  
**Priority:** IMP  
**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	10/24/16	26	\$21,400.00	\$18,190.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	26	\$21,400.00	\$18,190.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$21,400.00</b>	<b>\$18,190.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Kansas City	28%	\$21,400.00
Market	100%	\$76,428.57

## Competitive Share

Competitive Share	Share	Total
KCPT	0%	\$0.00
KCWE	7%	\$5,350.00
KMBC	21%	\$16,050.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	7%	\$5,350.00
KSMO	1%	\$764.29
WDAF	36%	\$27,514.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KCTV	10/21/16	10/21/16	News @ 10pm KCTV5 News @ 10P	CM	10-1035pm	----1--	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/17/16	10/23/16	----1--	1		\$900.00		0.00						
E 2	KCTV	10/21/16	10/21/16	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: 10/17/16	10/23/16	----1--	1		\$450.00		0.00						
E 3	KCTV	10/21/16	10/21/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	----1--	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KCTV	10/21/16	10/21/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	----1--	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
		<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	----1--		1			\$550.00		0.00				
E 4	KCTV	10/21/16	10/21/16	CBS Evening News M-FCM CBS Evening News		530-6pm	----1--	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	----1--		1			\$700.00		0.00				
E 5	KCTV	10/21/16	10/21/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	----1--	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	----1--		1			\$900.00		0.00				
E 6	KCTV	10/21/16	10/21/16	CBS This Morning CBS This Morning	CM	7-9am	----1--	:30	1	\$300.00	PMT	0.00	NM	1	\$300.00
		<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	----1--		1			\$300.00		0.00				
E 7	KCTV	10/24/16	10/24/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	1-----	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	1-----		1			\$550.00		0.00				
E 8	KCTV	10/24/16	10/24/16	CBS Evening News M-FCM CBS Evening News		530-6pm	1-----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	1-----		1			\$700.00		0.00				
E 9	KCTV	10/22/16	10/22/16	KCTV5 Local News 8-10a KCTV5 Local News 8-10a		8-10a	-----1-	:30	1	\$250.00	PMT	0.00	NM	1	\$250.00
		<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	-----1-		1			\$250.00		0.00				
E 10	KCTV	10/23/16	10/23/16	NFL*Regular Season Non-Chiefs Football	CM	Sat/Sun 12-6pm, V-	-----1	:30	1	\$3,300.00	IMP	0.00	NM	1	\$3,300.00
		<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	-----1		1			\$3,300.00		0.00				
E 11	KCTV	10/20/16	10/20/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	---1---	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
		<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	---1---		1			\$550.00		0.00				
E 12	KCTV	10/20/16	10/20/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	---1---	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	---1---		1			\$700.00		0.00				
E 13	KCTV	10/20/16	10/20/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	---1---	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	---1---		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	KCTV	10/17/16-10/23/16	M-F 630-7pm		630-7pm	---Th----	:30	<del>(\$900.00)</del>		0.00	NM			
	See MG 13.2														
	[PROG- PROGRAM CHANGE-Thursday Night Football pregame 630-7p]														
	2	KCTV	10/17/16-10/23/16	M-F 630-7pm		630-7pm	-----F----	:30	\$900.00		0.00	NM			
	Ⓜ MG for 13.1 10/20														
E 14	KCTV	10/18/16	10/18/16	CBS Evening News M-FCM CBS Evening News		530-6pm	-1-----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	-1-----		1			\$700.00		0.00				
E 15	KCTV	10/18/16	10/18/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	-1-----	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$900.00		0.00				
E 16	KCTV	10/19/16	10/19/16		CM	10-1035pm	--1----	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00

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				News @ 10pm 10-1035p											
		<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	-- 1----	1		\$900.00		0.00						
E 17	KCTV	10/19/16	10/19/16	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:		10/17/16	10/23/16	-- 1----	1		\$450.00		0.00						
E 18	KCTV	10/19/16	10/19/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	-- 1----	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
		<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	-- 1----	1		\$550.00		0.00						
E 19	KCTV	10/19/16	10/19/16	CBS Evening News M-FCM CBS Evening News		530-6pm	-- 1----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	-- 1----	1		\$700.00		0.00						
E 20	KCTV	10/19/16	10/19/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	-- 1----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	-- 1----	1		\$700.00		0.00						
E 21	KCTV	10/19/16	10/19/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	-- 1----	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	-- 1----	1		\$900.00		0.00						
E 22	KCTV	10/19/16	10/19/16	CBS This Morning CBS This Morning	CM	7-9am	-- 1----	:30	1	\$300.00	PMT	0.00	NM	1	\$300.00
		<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	-- 1----	1		\$300.00		0.00						
E 23	KCTV	10/22/16	10/22/16	Sat 8-9pm Sat 8-9pm	CM	8-9pm	----- 1-	:30	1	\$1,800.00	PMT	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:		10/17/16	10/23/16	----- 1-	1		\$1,800.00		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	KCTV	10/17/16-10/23/16		Sat 8-9pm	8-9pm		----- Sa--	:30	\$1,650.00		0.00	NM			
E 24	KCTV	10/22/16	10/22/16	Sat 7-8pm Saturday 7-8pm	CM	7-8pm	----- 1-	:30	1	\$1,000.00	PMT	0.00	NM	1	\$1,000.00
		<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	----- 1-	1		\$1,000.00		0.00						
N 25	KCTV	10/21/16	10/21/16	Fri 7-8pm Fri 7-8pm	CM	7-8pm	---- 1--	:30	1	\$1,200.00	PMT	0.00	NM	1	\$1,200.00
		<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	---- 1--	1		\$1,200.00		0.00						
N 26	KCTV	10/21/16	10/21/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	---- 1--	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<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	---- 1--	1		\$700.00		0.00						
													Totals	26	\$21,400.00