

# ORDER



**Orders**  
**Order / Rev:** 750753  
**Alt Order #:** 08363732  
**Product Desc:** HAWLEY FOR AG 7748  
**Estimate:** 7748  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 09/08/16 / 09/08/16  
**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	10/30/16	12	\$25,700.00	\$21,845.00
10/31/16	10/31/16	1	\$700.00	\$595.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	12	\$25,700.00	\$21,845.00	0.00
November 2016	1	\$700.00	\$595.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$26,400.00</b>	<b>\$22,440.00</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**

	Share	Total
Kansas City	28%	\$26,400.00
Market	100%	\$94,285.71

**Competitive Share**

	Share	Total
KCPT	0%	\$0.00
KCWE	7%	\$6,600.00
KMBC	21%	\$19,800.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	7%	\$6,600.00
KSMO	1%	\$942.86
WDAF	36%	\$33,942.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KCTV	10/28/16	10/28/16	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 2	KCTV	10/28/16	10/28/16	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: 10/24/16	10/30/16	----1--		1		\$700.00		0.00					
E 3	KCTV	10/28/16	10/28/16		CM	7-8pm	----1--	:30	1	\$1,200.00	PMT	0.00	NM	1	\$1,200.00

Order / Rev: 750753  
 Alt Order #: 08363732  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: Josh Hawley For Attorney General  
 Product Desc: HAWLEY FOR AG 7748  
 Estimate: 7748

Kansas City

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri 7-8pm											
				Fri 7-8pm											
		<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				\$1,200.00		0.00			
E 4	KCTV	10/28/16	10/28/16	Fri 8-9pm	CM	8-9pm	----1--	:30	1	\$1,200.00	PMT	0.00	NM	1	\$1,200.00
				Fri 8-9pm											
		<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				\$1,200.00		0.00			
E 5	KCTV	10/28/16	10/28/16	Fri 9-10pm	CM	9-10pm	----1--	:30	1	\$1,200.00	PMT	0.00	NM	1	\$1,200.00
				Friday 9-10pm											
		<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				\$1,200.00		0.00			
E 6	KCTV	10/31/16	10/31/16	CBS Evening News M-FCM		530-6pm	1-----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
				CBS Evening 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	1-----		1				\$700.00		0.00			
E 7	KCTV	10/30/16	10/30/16	NFL*Chiefs Reg Season	CM	Various	-----1	:30	1	\$14,000.00	IMP	0.00	NM	1	\$14,000.00
				12:00 PM-3:00 PM											
				(12:00 PM-3:00 PM)											
		<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				\$14,000.00		0.00			
E 8	KCTV	10/30/16	10/30/16	NFL*Regular Season	CM	Sat/Sun 12-6pm, v-	-----1	:30	1	\$3,300.00	IMP	0.00	NM	1	\$3,300.00
				12:00 PM-6:00 PM											
		<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				\$3,300.00		0.00			
E 9	KCTV	10/27/16	10/27/16	KCTV5 News 5pm	CM	5-530pm	--1---	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
				News @ 5pm											
		<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 10	KCTV	10/27/16	10/27/16	KCTV5 News 6pm	CM	6-630pm	--1---	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
				News @ 6pm											
		<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 11	KCTV	10/25/16	10/25/16	CBS Evening News M-FCM		530-6pm	-1-----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
				CBS Evening News											
		<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 12	KCTV	10/26/16	10/26/16	News @ 10pm	CM	10-1035pm	--1----	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
				12:00 AM-12:00 AM											
		<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				\$900.00		0.00			
E 13	KCTV	10/26/16	10/26/16	KCTV5 News 5pm	CM	5-530pm	--1----	:30	1	\$550.00	PMT	0.00	NM	1	\$550.00
				News @ 5pm											
		<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			
													Totals	13	\$26,400.00