

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1297587  
**Alt Order #:**  
**Product Desc:** St. Clair Co Board Chair  
**Estimate:**  
**Flight Dates:** 10/31/16 - 11/06/16  
**Original Date / Rev:** 09/14/16 / 09/14/16  
**Order Type:** Political

**Primary AE:** Alicia Elsner  
**Sales Office:** KSDK  
**Sales Region:** LOC

**Agency**  
**Name:** Price Miner Creative Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 777 S. Mayde Creek Dr. Apt 117  
 Houston, TX 77079

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

**Advertiser**  
**Name:** Kern, Mark / St Clair Co Board Chairm  
**Demographic:** A25-54  
**Product Codes:** PL-County Other  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107439  
**Agency External ID:** 33948AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/06/16	5	\$3,750.00	\$3,187.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	5	\$3,750.00	\$3,187.50	0.00
<b>Totals</b>	<b>5</b>	<b>\$3,750.00</b>	<b>\$3,187.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alicia Elsner			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	30%	\$3,750.00
Market	100%	\$12,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	70%	\$8,750.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	11/06/16	11/06/16	Local News @ 5p Su	CM	5-530P	-----S	:30	1	\$900.00	P03-F	0.00	NM	1	\$900.00
News Channel 5 at 5P Sun															
		<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					
N 2	KSDK	11/05/16	11/05/16	Local News @ 9a Sa	CM	9-10A	-----S-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
Sat 9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 1297587  
 Alt Order #:  
 Flight Dates: 10/31/16 - 11/06/16

Advertiser: Kern, Mark / St Clair Co Board Chairman  
 Product Desc: St. Clair Co Board Chair  
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	11/05/16	11/05/16	Local News @ 9a Sa Sat 9-10a	CM	9-10A	-----S-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/31/16	11/06/16	-----S-		1		\$600.00		0.00					
N 3	KSDK	10/31/16	11/04/16	Ellen 3-4p Ellen Degeneres	CM	3-4p	MTWTF--	:30	2	\$525.00	P03-F	0.00	NM	2	\$1,050.00
		<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	MTWTF--		2		\$525.00		0.00					
N 4	KSDK	11/05/16	11/05/16	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,200.00	P03-F	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:	10/31/16	11/06/16	-----S-		1		\$1,200.00		0.00					
Totals														5	\$3,750.00