

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1317070  
**Alt Order #:** 08425886  
**Product Desc:** BOURNE 4 ST REP IL  
**Estimate:** 2362  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 10/24/16 / 10/30/16  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1911 North Ft. Myer Drive  
 Arlington, VA 22209

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

**Advertiser**  
**Name:** Bourne, Avery, State Rep IL, R / POL  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107501  
**Agency External ID:** 2928AG  
**Unit Code:** General

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 09/26/16   | 10/30/16 | 20      | \$21,900.00  | \$18,615.00 |
| 10/31/16   | 10/31/16 | 7       | \$10,950.00  | \$9,307.50  |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2016  | 20        | \$21,900.00        | \$18,615.00        | 0.00        |
| November 2016 | 7         | \$10,950.00        | \$9,307.50         | 0.00        |
| <b>Totals</b> | <b>27</b> | <b>\$32,850.00</b> | <b>\$27,922.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristen Waskie    |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|        | Share | Total       |
|--------|-------|-------------|
| KSDK   | 39%   | \$32,850.00 |
| Market | 100%  | \$84,230.77 |

## Competitive Share

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KDNL  | 4%    | \$3,369.23  |
| KETC  | 0%    | \$0.00      |
| KMOV  | 30%   | \$25,269.23 |
| KNLC  | 0%    | \$0.00      |
| KPLR  | 0%    | \$0.00      |
| KTVI  | 27%   | \$22,742.31 |
| UNKWN | 0%    | \$0.00      |
| 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   |
|--------------------|-------|-------------------|-----------------|-----------------------------|-------|-------------------|---------|-------------|-------|---------------|-------|------|------|-------|----------|
| E 1                | KSDK  | 10/25/16          | 10/25/16        | Local News @ 5a M-F<br>5-6a | CM    | 5-6A              | -T----- | :30         | 1     | \$450.00      | P03-F | 0.00 | NM   | 1     | \$450.00 |
| TODAY IN ST. LOUIS |       |                   |                 |                             |       |                   |         |             |       |               |       |      |      |       |          |
|                    |       | <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        | -T-----                     |       | 1                 |         | \$450.00    |       | 0.00          |       |      |      |       |          |
| E 2                | KSDK  | 10/26/16          | 10/26/16        |                             | CM    | 5-6A              | --W---- | :30         | 1     | \$450.00      | P03-F | 0.00 | NM   | 1     | \$450.00 |

|               |                                      |
|---------------|--------------------------------------|
| Advertiser:   | Bourne, Avery, State Rep IL, R / POL |
| Product Desc: | BOURNE 4 ST REP IL                   |
| Estimate:     | 2362                                 |

KSDK

| Ln                 | Ch        | Start             | End             | Inventory Code  | Break | Start/End Time        | Days            | Len           | Spots       | Rate                  | Pri        | Rtg         | Type | Spots | Amount     |
|--------------------|-----------|-------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------------|-----------------------|------------|-------------|------|-------|------------|
|                    |           |                   |                 | Local News @ 5a M-F<br>5-6a   |       |                       |                 |               |             |                       |            |             |      |       |            |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | --W----   |       | 1                     |                 |               | \$450.00    | 0.00                  |            |             |      |       |            |
| E 3                | KSDK      | 10/27/16          | 10/27/16        | Local News @ 5a M-F<br>5-6a   | CM    | 5-6A                  | ---T---         | :30           | 1           | \$450.00              | P03-F      | 0.00        | NM   | 1     | \$450.00   |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | ---T---   |       | 1                     |                 |               | \$450.00    | 0.00                  |            |             |      |       |            |
| E 4                | KSDK      | 10/28/16          | 10/28/16        | Local News @ 5a M-F<br>5-6a   | CM    | 5-6A                  | ----F--         | :30           | 1           | \$450.00              | P03-F      | 0.00        | NM   | 1     | \$450.00   |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | ----F--   |       | 1                     |                 |               | \$450.00    | 0.00                  |            |             |      |       |            |
| E 5                | KSDK      | 10/31/16          | 10/31/16        | Local News @ 6a M-F<br>6-7a   | CM    | 6-7A                  | M-----          | :30           | 1           | \$750.00              | P03-F      | 0.00        | NM   | 1     | \$750.00   |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | M-----  |       | 1                     |                 |               | \$750.00    | 0.00                  |            |             |      |       |            |
| E 6                | KSDK      | 10/25/16          | 10/25/16        | Local News @ 6a M-F<br>6-7a   | CM    | 6-7A                  | -T-----         | :30           | 1           | \$600.00              | P03-F      | 0.00        | NM   | 0     | \$0.00     |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | -T-----   |       | 1                     |                 |               | \$600.00    | 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                  | KSDK      | 10/24/16-10/30/16 |                 | Local News @ 6a M-F<br>See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold]  |       | 6-7A                  | -T-----         | :30           |             | <del>(\$600.00)</del> | 0.00       | NM          |      |       |            |
| E 7                | KSDK      | 10/26/16          | 10/26/16        | Local News @ 6a M-F<br>6-7a   | CM    | 6-7A                  | --W----         | :30           | 1           | \$600.00              | P03-F      | 0.00        | NM   | 4     | \$8,400.00 |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | --W----   |       | 1                     |                 |               | \$600.00    | 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                  | KSDK      | 10/24/16-10/30/16 |                 | Local News @ 6a M-F<br>See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold]  |       | 6-7A                  | --W-----        | :30           |             | <del>(\$600.00)</del> | 0.00       | NM          |      |       |            |
| 2                  | KSDK      | 10/31/16-10/31/16 |                 | Local News @ 6p M-F<br>Ⓜ MG for 33.1,8.1,14.1,13.1,12.1,26.1,9.1,6.1,11.1,7.1<br>[n/a]                        |       | 6-630P                | M-----          | :30           |             | \$3,375.00            | 0.00       | NM          |      |       |            |
| 3                  | KSDK      | 10/31/16-10/31/16 |                 | Local News @ 10p M-F<br>Ⓜ MG for 33.1,8.1,14.1,13.1,12.1,26.1,9.1,6.1,11.1,7.1<br>[n/a]                       |       | Local News @ 10p      | M-----          | :30           |             | \$3,750.00            | 0.00       | NM          |      |       |            |
| 4                  | KSDK      | 10/31/16-10/31/16 |                 | Ellen 3-4p<br>Ⓜ MG for 33.1,8.1,14.1,13.1,12.1,26.1,9.1,6.1,11.1,7.1<br>[n/a]                                 |       | 3-4p                  | M-----          | :30           |             | \$525.00              | 0.00       | NM          |      |       |            |
| 5                  | KSDK      | 10/30/16-10/30/16 |                 | Local News @ 1030p Su DB LN2 (Su) Football<br>Ⓜ MG for 33.1,8.1,14.1,13.1,12.1,26.1,9.1,6.1,11.1,7.1<br>[n/a] |       |                       | -----Su         | :30           |             | \$750.00              | 0.00       | NM          |      |       |            |
| E 8                | KSDK      | 10/27/16          | 10/27/16        | Local News @ 6a M-F<br>6-7a   | CM    | 6-7A                  | ---T---         | :30           | 1           | \$600.00              | P03-F      | 0.00        | NM   | 0     | \$0.00     |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |
|                    |           | <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        | ---T---   |       | 1                     |                 |               | \$600.00    | 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                  | KSDK      | 10/24/16-10/30/16 |                 | Local News @ 6a M-F<br>See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold]  |       | 6-7A                  | ---Th----       | :30           |             | <del>(\$600.00)</del> | 0.00       | NM          |      |       |            |
| E 9                | KSDK      | 10/28/16          | 10/28/16        | Local News @ 6a M-F<br>6-7a   | CM    | 6-7A                  | ----F--         | :30           | 1           | \$600.00              | P03-F      | 0.00        | NM   | 0     | \$0.00     |
| TODAY IN ST. LOUIS |           |                   |                 |   |       |                       |                 |               |             |                       |            |             |      |       |            |

Order / Rev: 1317070  
 Alt Order #: 08425886  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: Bourne, Avery, State Rep IL, R / POL  
 Product Desc: BOURNE 4 ST REP IL  
 Estimate: 2362  
**KSDK**

| Ln                                      | Ch        | Start             | End             | Inventory Code                                | Break             | Start/End Time                  | Days            | Len           | Spots         | Rate                  | Pri   | Rtg        | Type        | Spots | Amount   |
|---|-----------|-------------------|-----------------|---|-------------------|---------------------------------|-----------------|---------------|---------------|-----------------------|-------|------------|-------------|-------|----------|
| E 9                                     | KSDK      | 10/28/16          | 10/28/16        | Local News @ 6a M-F<br>6-7a                   | CM                | 6-7A                            | ----F--         | :30           | 1             | \$600.00              | P03-F | 0.00       | NM          | 0     | \$0.00   |
| TODAY IN ST. LOUIS                      |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <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        | ----F--                                       | 1                 |                                 | \$600.00        |               | 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                                       | KSDK      | 10/24/16-10/30/16 |                 | Local News @ 6a M-F                           |                   | 6-7A                            | ----F--         | :30           |               | <del>(\$600.00)</del> |       | 0.00       | NM          |       |          |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
| E 10                                    | KSDK      | 10/31/16          | 10/31/16        | Today Show<br>Today Show                      | CM                | 7-9a                            | M-----          | :30           | 1             | \$750.00              | P03-F | 0.00       | NM          | 1     | \$750.00 |
| TODAY SHOW                              |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                                 | <u>Rate</u>     |               | <u>Rating</u> |                       |       |            |             |       |          |
| Week:                                   |           | 10/31/16          | 11/06/16        | M-----  | 1                 |                                 | \$750.00        |               | 0.00          |                       |       |            |             |       |          |
| E 11                                    | KSDK      | 10/25/16          | 10/25/16        | Today Show<br>Today Show                      | CM                | 7-9a                            | -T-----         | :30           | 1             | \$750.00              | P03-F | 0.00       | NM          | 0     | \$0.00   |
| TODAY SHOW                              |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                                 | <u>Rate</u>     |               | <u>Rating</u> |                       |       |            |             |       |          |
| Week:                                   |           | 10/24/16          | 10/30/16        | -T-----                                       | 1                 |                                 | \$750.00        |               | 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                                       | KSDK      | 10/24/16-10/30/16 |                 | Today Show                                    |                   | 7-9a                            | -T-----         | :30           |               | <del>(\$750.00)</del> |       | 0.00       | NM          |       |          |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
| E 12                                    | KSDK      | 10/26/16          | 10/26/16        | Today Show<br>Today Show                      | CM                | 7-9a                            | --W----         | :30           | 1             | \$750.00              | P03-F | 0.00       | NM          | 0     | \$0.00   |
| TODAY SHOW                              |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                                 | <u>Rate</u>     |               | <u>Rating</u> |                       |       |            |             |       |          |
| Week:                                   |           | 10/24/16          | 10/30/16        | --W----                                       | 1                 |                                 | \$750.00        |               | 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                                       | KSDK      | 10/24/16-10/30/16 |                 | Today Show                                    |                   | 7-9a                            | --W-----        | :30           |               | <del>(\$750.00)</del> |       | 0.00       | NM          |       |          |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
| E 13                                    | KSDK      | 10/27/16          | 10/27/16        | Today Show<br>Today Show                      | CM                | 7-9a                            | ---T---         | :30           | 1             | \$750.00              | P03-F | 0.00       | NM          | 0     | \$0.00   |
| TODAY SHOW                              |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                                 | <u>Rate</u>     |               | <u>Rating</u> |                       |       |            |             |       |          |
| Week:                                   |           | 10/24/16          | 10/30/16        | ---T---                                       | 1                 |                                 | \$750.00        |               | 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                                       | KSDK      | 10/24/16-10/30/16 |                 | Today Show                                    |                   | 7-9a                            | ---Th----       | :30           |               | <del>(\$750.00)</del> |       | 0.00       | NM          |       |          |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
| E 14                                    | KSDK      | 10/28/16          | 10/28/16        | Today Show<br>Today Show                      | CM                | 7-9a                            | ----F--         | :30           | 1             | \$750.00              | P03-F | 0.00       | NM          | 0     | \$0.00   |
| TODAY SHOW                              |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                                 | <u>Rate</u>     |               | <u>Rating</u> |                       |       |            |             |       |          |
| Week:                                   |           | 10/24/16          | 10/30/16        | ----F--                                       | 1                 |                                 | \$750.00        |               | 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                                       | KSDK      | 10/24/16-10/30/16 |                 | Today Show                                    |                   | 7-9a                            | ----F--         | :30           |               | <del>(\$750.00)</del> |       | 0.00       | NM          |       |          |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |           |                   |                 |   |                   |                                 |                 |               |               |                       |       |            |             |       |          |
| E 15                                    | KSDK      | 10/31/16          | 10/31/16        | Local News @ 12p M-F<br>News Channel 5 @ Noon | CM                | Noon News                       | M-----          | :30           | 1             | \$450.00              | P03-F | 0.00       | NM          | 1     | \$450.00 |
| LOCAL 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        | M-----  | 1                 |                                 | \$450.00        |               | 0.00          |                       |       |            |             |       |          |
| E 16                                    | KSDK      | 10/25/16          | 10/25/16        | Local News @ 12p M-F<br>News Channel 5 @ Noon | CM                | Noon News<br>(12:00 PM-1:00 PM) | -T-----         | :30           | 1             | \$375.00              | P03-F | 0.00       | NM          | 1     | \$375.00 |
| LOCAL 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        | -T-----                                       | 1                 |                                 | \$375.00        |               | 0.00          |                       |       |            |             |       |          |
| E 17                                    | KSDK      | 10/26/16          | 10/26/16        |   | CM                | Noon News                       | --W----         | :30           | 1             | \$375.00              | P03-F | 0.00       | NM          | 1     | \$375.00 |

Order / Rev: 1317070  
 Alt Order #: 08425886  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: Bourne, Avery, State Rep IL, R / POL  
 Product Desc: BOURNE 4 ST REP IL  
 Estimate: 2362  
**KSDK**

| Ln                                      | Ch   | Start             | End               | Inventory Code          | Break | Start/End Time | Days                  | Len             | Spots             | Rate                    | Pri   | Rtg           | Type        | Spots | Amount     |
|---|------|-------------------|-------------------|-------------------------|-------|----------------|-----------------------|-----------------|-------------------|-------------------------|-------|---------------|-------------|-------|------------|
|   |      |                   |                   | Local News @ 12p M-F    |       |                |                       |                 |                   |                         |       |               |             |       |            |
|   |      |                   |                   | News Channel 5 @ Noon   |       |                |                       |                 |                   |                         |       |               |             |       |            |
| LOCAL 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          | --W----                 |       |                |                       |                 | 1                 | \$375.00                |       | 0.00          |             |       |            |
| E 18                                    | KSDK | 10/27/16          | 10/27/16          | Local News @ 12p M-F CM | CM    | Noon News      | ---T---               | :30             | 1                 | \$375.00                | P03-F | 0.00          | NM          | 1     | \$375.00   |
|   |      |                   |                   | News Channel 5 @ Noon   |       |                |                       |                 |                   |                         |       |               |             |       |            |
| LOCAL 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          | ---T---                 |       |                |                       |                 | 1                 | \$375.00                |       | 0.00          |             |       |            |
| E 19                                    | KSDK | 10/28/16          | 10/28/16          | Local News @ 12p M-F CM | CM    | Noon News      | ----F--               | :30             | 1                 | \$375.00                | P03-F | 0.00          | NM          | 1     | \$375.00   |
|   |      |                   |                   | News Channel 5 @ Noon   |       |                |                       |                 |                   |                         |       |               |             |       |            |
| LOCAL 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          | ----F--                 |       |                |                       |                 | 1                 | \$375.00                |       | 0.00          |             |       |            |
| E 20                                    | KSDK | 10/31/16          | 10/31/16          | Local News @ 4p M-F CM  | CM    | 4-430P         | M-----                | :30             | 1                 | \$1,350.00              | P04-C | 0.00          | NM          | 1     | \$1,350.00 |
|   |      |                   |                   | News Channel 5 at 4P    |       |                |                       |                 |                   |                         |       |               |             |       |            |
| FIRST AT FOUR: LOCAL 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          | M-----                  |       |                |                       |                 | 1                 | \$1,350.00              |       | 0.00          |             |       |            |
| E 21                                    | KSDK | 10/25/16          | 10/25/16          | Local News @ 4p M-F CM  | CM    | 4-430P         | -T-----               | :30             | 1                 | \$1,125.00              | P03-F | 0.00          | NM          | 1     | \$1,125.00 |
|   |      |                   |                   | News Channel 5 at 4P    |       |                |                       |                 |                   |                         |       |               |             |       |            |
| FIRST AT FOUR: LOCAL 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          | -T-----                 |       |                |                       |                 | 1                 | \$1,125.00              |       | 0.00          |             |       |            |
| E 22                                    | KSDK | 10/26/16          | 10/26/16          | Local News @ 4p M-F CM  | CM    | 4-430P         | --W----               | :30             | 1                 | \$1,125.00              | P03-F | 0.00          | NM          | 1     | \$1,125.00 |
|   |      |                   |                   | News Channel 5 at 4P    |       |                |                       |                 |                   |                         |       |               |             |       |            |
| FIRST AT FOUR: LOCAL 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          | --W----                 |       |                |                       |                 | 1                 | \$1,125.00              |       | 0.00          |             |       |            |
| E 23                                    | KSDK | 10/28/16          | 10/28/16          | Local News @ 4p M-F CM  | CM    | 4-430P         | ----F--               | :30             | 1                 | \$1,125.00              | P03-F | 0.00          | NM          | 1     | \$1,125.00 |
|   |      |                   |                   | News Channel 5 at 4P    |       |                |                       |                 |                   |                         |       |               |             |       |            |
| FIRST AT FOUR: LOCAL 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          | ----F--                 |       |                |                       |                 | 1                 | \$1,125.00              |       | 0.00          |             |       |            |
| E 24                                    | KSDK | 10/26/16          | 10/26/16          | Jeopardy 430-5p         | CM    | 430-5p         | --W----               | :30             | 1                 | \$1,500.00              | P03-F | 0.00          | NM          | 1     | \$1,500.00 |
|   |      |                   |                   | Jeopardy                |       |                |                       |                 |                   |                         |       |               |             |       |            |
| JEOPARDY                                |      |                   |                   |                         |       |                |                       |                 |                   |                         |       |               |             |       |            |
|   |      | <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          | --W----                 |       |                |                       |                 | 1                 | \$1,500.00              |       | 0.00          |             |       |            |
| E 25                                    | KSDK | 10/28/16          | 10/28/16          | Jeopardy 430-5p         | CM    | 430-5p         | ----F--               | :30             | 1                 | \$1,500.00              | P03-F | 0.00          | NM          | 1     | \$1,500.00 |
|   |      |                   |                   | Jeopardy                |       |                |                       |                 |                   |                         |       |               |             |       |            |
| JEOPARDY                                |      |                   |                   |                         |       |                |                       |                 |                   |                         |       |               |             |       |            |
|   |      | <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          | ----F--                 |       |                |                       |                 | 1                 | \$1,500.00              |       | 0.00          |             |       |            |
| E 26                                    | KSDK | 10/25/16          | 10/25/16          | Local News @ 5p M-F CM  | CM    | 5-530P         | -T-----               | :30             | 1                 | \$2,250.00              | P03-F | 0.00          | NM          | 0     | \$0.00     |
|   |      |                   |                   | News Channel 5 at 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:                                   |      | 10/24/16          | 10/30/16          | -T-----                 |       |                |                       |                 | 1                 | \$2,250.00              |       | 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                                       |      | KSDK              | 10/24/16-10/30/16 | Local News @ 5p M-F     |       |                | 5-530P                | -T-----         | :30               | <del>(\$2,250.00)</del> |       | 0.00          | NM          |       |            |
| See MG 7.2,7.3,7.4,7.5<br>[NA/Oversold] |      |                   |                   |                         |       |                |                       |                 |                   |                         |       |               |             |       |            |
| E 27                                    | KSDK | 10/28/16          | 10/28/16          | Local News @ 5p M-F CM  | CM    | 5-530P         | ----F--               | :30             | 1                 | \$2,250.00              | P03-F | 0.00          | NM          | 1     | \$2,250.00 |
|   |      |                   |                   | News Channel 5 at 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:                                   |      | 10/24/16          | 10/30/16          | ----F--                 |       |                |                       |                 | 1                 | \$2,250.00              |       | 0.00          |             |       |            |
| E 28                                    | KSDK | 10/25/16          | 10/25/16          | Local News @ 6p M-F CM  | CM    | 6-630P         | -T-----               | :30             | 1                 | \$2,250.00              | P03-F | 0.00          | NM          | 1     | \$2,250.00 |
|   |      |                   |                   | News Channel 5 at 6P    |       |                |                       |                 |                   |                         |       |               |             |       |            |

|               |                                      |
|---------------|--------------------------------------|
| Advertiser:   | Bourne, Avery, State Rep IL, R / POL |
| Product Desc: | BOURNE 4 ST REP IL                   |
| Estimate:     | 2362                                 |

KSDK

| Ln                 | Ch        | Start             | End                | Inventory Code           | Break                 | Start/End Time   | Days            | Len           | Spots                 | Rate       | Pri         | Rtg  | Type | Spots                  | Amount     |
|--------------------|-----------|-------------------|--------------------|--------------------------|-----------------------|------------------|-----------------|---------------|-----------------------|------------|-------------|------|------|------------------------|------------|
| LOCAL 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           | -T-----                  | 1                     |                  | \$2,250.00      | 0.00          |                       |            |             |      |      |                        |            |
| E 29               | KSDK      | 10/28/16          | 10/28/16           | Local News @ 6p M-F      | CM                    | 6-630P           | ----F--         | :30           | 1                     | \$2,250.00 | P03-F       | 0.00 | NM   | 1                      | \$2,250.00 |
|                    |           |                   |                    | News Channel 5 at 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:              |           | 10/24/16          | 10/30/16           | ----F--                  | 1                     |                  | \$2,250.00      | 0.00          |                       |            |             |      |      |                        |            |
| E 30               | KSDK      | 10/26/16          | 10/26/16           | Local News @ 10p M-F     | CM                    | Local News @ 10p | --W----         | :30           | 1                     | \$2,250.00 | P03-F       | 0.00 | NM   | 1                      | \$2,250.00 |
|                    |           |                   |                    | Local News @ 10p M-F     |                       |                  |                 |               |                       |            |             |      |      |                        |            |
| LOCAL 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           | --W----                  | 1                     |                  | \$2,250.00      | 0.00          |                       |            |             |      |      |                        |            |
| E 31               | KSDK      | 10/27/16          | 10/27/16           | Local News @ 10p M-F     | CM                    | Local News @ 10p | ---T---         | :30           | 1                     | \$2,250.00 | P03-F       | 0.00 | NM   | 1                      | \$2,250.00 |
|                    |           |                   |                    | Local News @ 10p M-F     |                       |                  |                 |               |                       |            |             |      |      |                        |            |
| LOCAL 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           | ---T---                  | 1                     |                  | \$2,250.00      | 0.00          |                       |            |             |      |      |                        |            |
| E 32               | KSDK      | 10/29/16          | 10/29/16           | Local News @ 6a Sa       | CM                    | 6-7A             | -----S-         | :30           | 1                     | \$225.00   | P03-F       | 0.00 | NM   | 1                      | \$225.00   |
|                    |           |                   |                    | Sat 6-7A                 |                       |                  |                 |               |                       |            |             |      |      |                        |            |
| TODAY IN ST. LOUIS |           |                   |                    |                          |                       |                  |                 |               |                       |            |             |      |      |                        |            |
|                    |           | <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           | -----S-                  | 1                     |                  | \$225.00        | 0.00          |                       |            |             |      |      |                        |            |
| E 33               | KSDK      | 10/29/16          | 10/29/16           | Local News @ 6p Sa       | CM                    | 6-630P           | -----S-         | :30           | 1                     | \$750.00   | P03-F       | 0.00 | NM   | 0                      | \$0.00     |
|                    |           |                   |                    | News Channel 5 at 6P Sat |                       |                  |                 |               |                       |            |             |      |      |                        |            |
| LOCAL 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           | -----S-                  | 1                     |                  | \$750.00        | 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                  | KSDK      | 10/24/16-10/30/16 | Local News @ 6p Sa |                          | 6-630P                |                  | -----Sa-        | :30           | <del>(\$750.00)</del> | 0.00       | NM          |      |      |                        |            |
|                    |           |                   |                    |                          |                       |                  |                 |               |                       |            |             |      |      | See MG 7.2,7.3,7.4,7.5 |            |
|                    |           |                   |                    |                          |                       |                  |                 |               |                       |            |             |      |      | [NA/Oversold]          |            |
| Totals             |           |                   |                    |                          |                       |                  |                 |               |                       |            |             |      | 27   | \$32,850.00            |            |