

ORDER



KSHB-TV

Orders
Order / Rev: 477689
Alt Order #:
Product Desc: HMP
Estimate: 6204
Flight Dates: 10/30/18 - 11/05/18
Original Date / Rev: 10/24/18 / 10/24/18
Order Type: GENERAL

Primary AE: Erin Brody
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: PL Non-Ballot Issue
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business Thru:
Advertiser External ID: 215649
Agency External ID: 123989
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/05/18	24	\$19,825.00	\$16,851.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	24	\$19,825.00	\$16,851.25	0.00
Totals	24	\$19,825.00	\$16,851.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Brody			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	KSHB	10/30/18	11/05/18	M-F 5-6am News M-F 5-6am News	CM	5-6am	MTWTF--	:30	3	\$550.00	P-1	0.00	NM	3	\$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:		10/30/18	11/05/18	MTWTF--			3		\$550.00		0.00				
N 2	KSHB	10/30/18	11/05/18	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			2		\$1,000.00		0.00				
N 3	KSHB	10/30/18	11/05/18	M-F Today Show M-F Today Show	CM	7-9am	MTWTF--	:30	1	\$1,000.00	P-2	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:		10/30/18	11/05/18	MTWTF--			1		\$1,000.00		0.00				
N 4	KSHB	11/03/18	11/03/18	Sa 6-7am News Sa 6-7am News	CM	6-7am	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	-----S-			1		\$375.00		0.00				
N 5	KSHB	11/03/18	11/03/18	Sa 7-8am News Sa 7-8am News	CM	7-8am	-----S-	:30	1	\$550.00	P-2	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:		10/30/18	11/05/18	-----S-			1		\$550.00		0.00				
N 6	KSHB	10/30/18	11/05/18		CM	6-7am	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 6-7am News											
				Su 6-7am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	-----S	1		\$350.00		0.00						
N 7	KSHB	10/30/18	11/05/18	M-F 10-11am	CM	10-11am	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
				M-F 10-11am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	4		\$200.00		0.00						
N 8	KSHB	10/30/18	11/05/18	M-F 11am-12pm News	CM	11am-12pm	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
				M-F 11am-12pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	2		\$500.00		0.00						
N 9	KSHB	10/30/18	11/05/18	M-F 3-330pm	CM	3-330pm	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
				M-F 3-330pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	2		\$850.00		0.00						
N 10	KSHB	10/30/18	11/05/18	M-F 330-4pm	CM	330-4pm	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				M-F 330-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	1		\$1,200.00		0.00						
N 11	KSHB	10/30/18	11/05/18	M-F 4-5pm News	CM	4-5pm	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
				M-F 4-5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	2		\$650.00		0.00						
N 12	KSHB	10/30/18	11/05/18	M-F 5-530pm News	CM	5-530pm	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				M-F 5-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	2		\$1,200.00		0.00						
N 13	KSHB	10/30/18	11/05/18	M-F Nightly News	CM	530-6pm	MTWTF--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				M-F Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	1		\$3,500.00		0.00						
N 14	KSHB	10/30/18	11/05/18	M-F 10-1035pm News	CM	10-1035pm	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				M-F 10-1035pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/18	11/05/18	MTWTF--	1		\$2,000.00		0.00						
													Totals	24	\$19,825.00