

ORDER



WDAF-TV

Orders

Order / Rev: 373557
 Alt Order #: 08358930
 Product Desc: 1941/GREITENS FOR MI
 Estimate: 1941
 Flight Dates: 10/24/16 - 10/30/16
 Original Date / Rev: 08/30/16 / 08/30/16
 Order Type: GENERAL

Primary AE: Tim Scanlan
 Sales Office: NLA
 Sales Region: National

Agency

Name: Target Enterprises, LLC
 Buying Contact: _____
 Billing Contact: _____
15260 Ventura Blvd
Sherman Oaks, CA 91403

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

Advertiser

Name: Greitens/R/Mo/Governor
 Demographic: A50+
 Product Codes: PI2.e.ii
 Priority: 07
 Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: TARG/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	28	\$11,425.00	\$9,711.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	28	\$11,425.00	\$9,711.25	0.00
Totals	28	\$11,425.00	\$9,711.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Scanlan			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDAF-TV	25%	\$11,425.00
Market	100%	\$45,700.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	25%	\$11,425.00
KCWE	0%	\$0.00
KMBC	25%	\$11,425.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$11,425.00
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/24/16	10/28/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$350.00	07	0.00	NM	5	\$1,750.00
		<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	MTWTF--	5		\$350.00		0.00						
E 2	4	10/24/16	10/28/16		CM	12:00 PM-1:00 PM	MTWTF--	:30	5	\$175.00	07	0.00	NM	5	\$875.00

Order / Rev: 373557
Alt Order #: 08358930
Flight Dates: 10/24/16 - 10/30/16

Advertiser: Greitens/R/Mo/Governor
Product Desc: 1941/GREITENS FOR MI
Estimate: 1941
WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12p-1p											
				M-F 12p-1p											
		<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	MTWTF--			5		\$175.00		0.00				
E 3	4	10/24/16	10/28/16	M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$250.00	07	0.00	NM	5	\$1,250.00
				M-F 4p-5p											
		<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	MTWTF--			5		\$250.00		0.00				
E 4	4	10/24/16	10/28/16	M-F 5p-6p	CM	5:00 PM-6:00 PM	MTWTF--	:30	5	\$375.00	07	0.00	NM	5	\$1,875.00
				M-F 5p-6p											
		<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	MTWTF--			5		\$375.00		0.00				
E 5	4	10/24/16	10/28/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	5	\$850.00	07	0.00	NM	5	\$4,250.00
				M-F 630p-7p											
		<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	MTWTF--			5		\$850.00		0.00				
E 6	4	10/30/16	10/30/16	Su 9p-10p	CM	9:00 PM-10:00 PM	-----1	:30	1	\$550.00	07	0.00	NM	1	\$550.00
				Su 9p-10p											
		<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 7	4	10/29/16	10/29/16	Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$350.00	07	0.00	NM	1	\$350.00
				Sa 10p-1030p											
		<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		\$350.00		0.00				
E 8	4	10/30/16	10/30/16	Su 10p-1030p	CM	10:00 PM-10:30 PM	-----1	:30	1	\$525.00	07	0.00	NM	1	\$525.00
				Su 10p-1030p											
		<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		\$525.00		0.00				
													Totals	28	\$11,425.00