

ORDER



Kansas City

Orders
Order / Rev: 758328
Alt Order #: 08413203
Product Desc: END CITIZ UNITE 4146
Estimate: 4146
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 10/10/16 / 10/10/16
Order Type: GENERAL

Primary AE: Ben Stecker
Sales Office: T-WAS
Sales Region: National

Agency Name: Silversmith Strategies
Buying Contact:
Billing Contact:
 1322 G St., S.E. - Attn: End Citizens Unit
 Washington, DC 20003

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

Advertiser Name: End Citizens United
Demographic: A35+
Product Codes: Political-Issues
Priority: IMP
Revenue Codes: POL, PLI, 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 | 10/17/16 | 16 | \$8,000.00 | \$6,800.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016 | 16 | \$8,000.00 | \$6,800.00 | 0.00 |
| Totals | 16 | \$8,000.00 | \$6,800.00 | 0.00 |

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 | 8% | \$8,000.00 |
| Market | 100% | \$100,000.00 |

Competitive Share

| | Share | Total |
|------|-------|-------------|
| KCPT | 0% | \$0.00 |
| KCWE | 3% | \$3,000.00 |
| KMBC | 36% | \$36,000.00 |
| KMCI | 0% | \$0.00 |
| KPXE | 0% | \$0.00 |
| KSHB | 17% | \$17,000.00 |
| KSMO | 3% | \$3,000.00 |
| WDAF | 33% | \$33,000.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| N 1 | KCTV | 10/14/16 | 10/14/16 | News @ Noon News @ Noon | CM | 12-1230pm | ----1-- | :30 | 1 | \$645.00 | PMT | 0.00 | NM | 1 | \$645.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | | 1 | | \$645.00 | | 0.00 | | | | | |
| N 2 | KCTV | 10/14/16 | 10/14/16 | KCTV5 News 4pm News @ 4pm | CM | 4-5pm | ----1-- | :30 | 1 | \$550.00 | PMT | 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: | | 10/10/16 | 10/16/16 | ----1-- | | 1 | | \$550.00 | | 0.00 | | | | | |
| 3 | KCTV | 10/14/16 | 10/14/16 | News @ 6-7am More in the Morning | CM | 6-7am | ----1-- | :30 | 1 | \$350.00 | PMT | 0.00 | NM | 1 | \$350.00 |

Order / Rev: 758328
 Alt Order #: 08413203
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: End Citizens United
 Product Desc: END CITIZ UNITE 4146
 Estimate: 4146

Kansas City

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| 3 | KCTV | 10/14/16 | 10/14/16 | News @ 6-7am More in the Morning | CM | 6-7am | ----1-- | :30 | 1 | \$350.00 | PMT | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | ----1-- | | 1 | | \$350.00 | | 0.00 | | | | | |
| N 4 | KCTV | 10/17/16 | 10/17/16 | News @ Noon News @ Noon | CM | 12-1230pm | 1----- | :30 | 1 | \$645.00 | PMT | 0.00 | NM | 1 | \$645.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/17/16 | 10/23/16 | 1----- | | 1 | | \$645.00 | | 0.00 | | | | | |
| 5 | KCTV | 10/17/16 | 10/17/16 | News @ 5am More in the Morning | CM | 5a-6a | 1----- | :30 | 1 | \$225.00 | PMT | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/17/16 | 10/23/16 | 1----- | | 1 | | \$225.00 | | 0.00 | | | | | |
| 6 | KCTV | 10/15/16 | 10/15/16 | KCTV5 Local News 8-10a KCTV5 Local News 8-10a | CM | 8-10a | -----1- | :30 | 1 | \$350.00 | PMT | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | -----1- | | 1 | | \$350.00 | | 0.00 | | | | | |
| N 8 | KCTV | 10/13/16 | 10/13/16 | News @ Noon News @ Noon | CM | 12-1230pm | ---1--- | :30 | 1 | \$645.00 | PMT | 0.00 | NM | 1 | \$645.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | ---1--- | | 1 | | \$645.00 | | 0.00 | | | | | |
| N 9 | KCTV | 10/11/16 | 10/11/16 | News @ Noon News @ Noon | CM | 12-1230pm | -1----- | :30 | 1 | \$645.00 | PMT | 0.00 | NM | 1 | \$645.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | -1----- | | 1 | | \$645.00 | | 0.00 | | | | | |
| 10 | KCTV | 10/11/16 | 10/11/16 | KCTV5 News 5pm News @ 5pm | CM | 5-530pm | -1----- | :30 | 1 | \$900.00 | PMT | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | -1----- | | 1 | | \$900.00 | | 0.00 | | | | | |
| 11 | KCTV | 10/12/16 | 10/12/16 | Price is Right Price is Right | CM | 10-11am | --1---- | :30 | 1 | \$825.00 | PMT | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | --1---- | | 1 | | \$825.00 | | 0.00 | | | | | |
| N 12 | KCTV | 10/12/16 | 10/12/16 | KCTV5 News 4pm News @ 4pm | CM | 4-5pm | --1---- | :30 | 1 | \$550.00 | PMT | 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: | 10/10/16 | 10/16/16 | --1---- | | 1 | | \$550.00 | | 0.00 | | | | | |
| 13 | KCTV | 10/12/16 | 10/12/16 | News @ 5am More in the Morning | CM | 5a-6a | --1---- | :30 | 1 | \$225.00 | PMT | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | --1---- | | 1 | | \$225.00 | | 0.00 | | | | | |
| N 14 | KCTV | 10/11/16 | 10/11/16 | Price is Right Price is Right | CM | 10-11am | -1----- | :30 | 1 | \$825.00 | FNP | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | -1----- | | 1 | | \$825.00 | | 0.00 | | | | | |
| N 15 | KCTV | 10/13/16 | 10/13/16 | News @ 5am More in the Morning | CM | 5a-6a | ---1--- | :30 | 1 | \$225.00 | PMT | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | ---1--- | | 1 | | \$225.00 | | 0.00 | | | | | |
| N 16 | KCTV | 10/14/16 | 10/14/16 | News @ 5am More in the Morning | CM | 5a-6a | ----1-- | :30 | 1 | \$225.00 | PMT | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | ----1-- | | 1 | | \$225.00 | | 0.00 | | | | | |
| N 17 | KCTV | 10/12/16 | 10/12/16 | M-F 107a-137a 107-137am | CM | 107am-137am | --1---- | :30 | 1 | \$170.00 | PMT | 0.00 | NM | 1 | \$170.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/10/16 | 10/16/16 | --1---- | | 1 | | \$170.00 | | 0.00 | | | | | |
| Totals | | | | | | | | | | | | | | 16 | \$8,000.00 |