

# ORDER



**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
<b>Totals</b>	<b>16</b>	<b>\$8,000.00</b>	<b>\$6,800.00</b>	<b>0.00</b>

**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

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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