

# ORDER



Kansas City

**Orders**  
**Order / Rev:** 743669  
 Alt Order #: 08330437  
 Product Desc: EARLY CHILDHOOD EDU  
 Estimate: 1824  
 Flight Dates: 10/03/16 - 10/09/16  
 Original Date / Rev: 10/03/16 / 10/03/16  
 Order Type: GENERAL

Primary AE: Cathy Simon  
 Sales Office: T-LAX  
 Sales Region: National

**Agency**  
**Name:** Target Enterprises, LLC  
 Buying Contact:  
 Billing Contact:  
 15260 Ventura Blvd. Ste. 1240  
 Sherman Oaks, CA 91403

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

**Advertiser**  
**Name:** Vote Yes On 3 For Kids  
 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	10/09/16	53	\$41,200.00	\$35,020.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	53	\$41,200.00	\$35,020.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$41,200.00</b>	<b>\$35,020.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cathy Simon			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Kansas City	12%	\$41,200.00
Market	100%	\$343,333.33

**Competitive Share**

	Share	Total
KCPT	0%	\$0.00
KCWE	0%	\$0.00
KMBC	30%	\$103,000.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	6%	\$20,600.00
KSMO	0%	\$0.00
WDAF	52%	\$178,533.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KCTV	10/03/16	10/07/16	News @ Noon News @ Noon	CM	12-1230pm	MTWTF--	:30	5	\$455.00	PMT	0.00	NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/03/16	10/09/16	MTWTF--		5		\$455.00		0.00					
N 2	KCTV	10/03/16	10/07/16	KCTV5 News 5pm News @ 5pm	CM	5-530pm	MTWTF--	:30	5	\$550.00	PMT	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/03/16	10/09/16	MTWTF--		5		\$550.00		0.00					
N 3	KCTV	10/03/16	10/07/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	MTWTF--	:30	5	\$700.00	PMT	0.00	NM	5	\$3,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KCTV	10/03/16	10/07/16	KCTV5 News 6pm News @ 6pm	CM	6-630pm	MTWTF--	:30	5	\$700.00	PMT	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5				\$700.00		0.00			
4	KCTV	10/08/16	10/08/16	KCTV5 Local News 8-10a KCTV5 Local News 8-10a	CM	8-10a	-----1-	:30	1	\$325.00	PMT	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1-		1				\$325.00		0.00			
5	KCTV	10/08/16	10/08/16	KCTV5 SA News 6p KCTV5 SA News 6pm	CM	6-630pm	-----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: 10/03/16	10/09/16	-----1-		1				\$350.00		0.00			
6	KCTV	10/09/16	10/09/16	Sun AM News Sun AM News	CM	930-1130am	-----1	:30	1	\$430.00	PMT	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$430.00		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	KCTV	10/03/16-10/09/16	Sun AM News			930-1130am	-----Su	:30		<del>(\$430.00)</del>		0.00	NM		
			<i>Credited</i>												
7	KCTV	10/03/16	10/07/16	Price is Right Price is Right	CM	10-11am	11111--	:30	5	\$600.00	PMT	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	11111--		5				\$600.00		0.00			
8	KCTV	10/03/16	10/07/16	M-F 3-4pm M-F 3-4pm	CM	3-4pm	11111--	:30	5	\$550.00	PMT	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	11111--		5				\$550.00		0.00			
9	KCTV	10/03/16	10/07/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	1-111--	:30	4	\$1,000.00	PMT	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	1-111--		4				\$1,000.00		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>		
3	KCTV	10/03/16-10/09/16	M-F 630-7pm			630-7pm	M-WThF----	:30		<del>(\$1,000.00)</del>		0.00	NM		
			<i>See MG 9.5</i>												
			[PROG- PROGRAM CHANGE-Thursday Night Football pregame 630-7p]												
5	KCTV	10/03/16-10/09/16	M-F 630-7pm			630-7pm	--W-----	:30		\$1,000.00		0.00	NM		
			MG for 9.3 10/06												
10	KCTV	10/05/16	10/05/16	Wed 7-8pm Wed 7-8pm	CM	7-8pm	--1----	:30	1	\$2,600.00	PMT	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$2,600.00		0.00			
11	KCTV	10/09/16	10/09/16	Presidential Debate Presidential Debate	CM	8-10p	-----1	:30	1	\$3,000.00	PMT	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$3,000.00		0.00			
12	KCTV	10/09/16	10/09/16	CBS Sunday Morning CBS Sunday Morning	CM	8-930am	-----1	:30	1	\$1,200.00	PMT	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$1,200.00		0.00			
13	KCTV	10/08/16	10/08/16	NCAA NON-MIZZOU FOOTBAL NCAA NON-MIZZOU FOOTBAL	CM	VARIOUS	-----2-	:30	2	\$800.00	PMT	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----2-		2				\$800.00		0.00			
14	KCTV	10/03/16	10/07/16	News @ 6-7am More in the Morning	CM	6-7am	11111--	:30	5	\$350.00	PMT	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: 10/03/16	10/09/16	11111--		5				\$350.00		0.00			
15	KCTV	10/03/16	10/07/16	KCTV5 News 4pm News @ 4pm	CM	4-5pm	22222--	:30	10	\$600.00	PMT	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	22222--		10				\$600.00		0.00			

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15	KCTV	10/03/16	10/07/16	KCTV5 News 4pm News @ 4pm	CM	4-5pm	22222--	:30	10	\$600.00	PMT	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	22222--		10				\$600.00		0.00			
16	KCTV	10/04/16	10/04/16	Tue 7-8pm Tue 7-8pm	CM	7-8pm	-1-----	:30	1	\$4,400.00	PMT	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-1-----		1				\$4,400.00		0.00			
17	KCTV	10/07/16	10/07/16	Fri 7-8pm Fri 7-8pm	CM	7-8pm	----1--	:30	1	\$1,700.00	PMT	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----1--		1				\$1,700.00		0.00			
													Totals	53	\$41,200.00