

ORDER

WDAF-TV

Orders
Order / Rev: 394999
Alt Order #: 08412779
Product Desc: JENKINS FOR CONGRESS
Estimate: 1163
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/10/16 / 10/28/16
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: NPHL
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street
 Alexandria, VA 22314

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

Advertiser
Name: Jenkins/R/KS/US House
Demographic: A35+
Product Codes: PL3.a.ii
Priority: 04
Revenue Codes: Agency, Political, Political-Non-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	43	\$34,275.00	\$29,133.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	43	\$34,275.00	\$29,133.75	0.00
Totals	43	\$34,275.00	\$29,133.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDAF-TV	28%	\$34,275.00
Market	100%	\$122,410.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KOPT	0%	\$0.00
KCTV	28%	\$34,275.00
KCWE	0%	\$0.00
KMBC	21%	\$25,706.25
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	23%	\$28,154.46
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	11/01/16	11/07/16	M-F 330p-4p M-F 330p-4p	CM	3:30 PM-4:00 PM	MTWTF--	:30	3	\$400.00	03	0.00	NM	3	\$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: 11/01/16		11/01/16	11/07/16	MTWTF--			3		\$400.00		0.00				
E 2	4	11/01/16	11/07/16		CM	4p-430p	MTWTF--	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00

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				M-F 4p-430p											
				M-F 4p-430p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$600.00		0.00			
E 3	4	11/01/16	11/07/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$800.00	03	0.00	NM	2	\$1,600.00
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$800.00		0.00			
E 4	4	11/01/16	11/07/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$800.00	03	0.00	NM	3	\$2,400.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					3	\$800.00		0.00			
E 5	4	11/01/16	11/07/16	M-F 6a-7a	CM	6:00 AM-6:30 AM	MTWTF--	:30	3	\$900.00	03	0.00	NM	3	\$2,700.00
				M-F 6a-7a		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					3	\$900.00		0.00			
E 6	4	11/01/16	11/07/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$875.00	03	0.00	NM	5	\$4,375.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					5	\$875.00		0.00			
E 7	4	11/01/16	11/07/16	M-F 6a-7a	CM	6:30 AM-7:00 AM	MTWTF--	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
				M-F 6a-7a		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$900.00		0.00			
E 8	4	11/01/16	11/07/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
				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: 11/01/16	11/07/16	MTWTF--					2	\$2,000.00		0.00			
E 9	4	11/01/16	11/07/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	MTWTF--	:30	3	\$700.00	03	0.00	NM	3	\$2,100.00
				M-F 7a-9a		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					3	\$700.00		0.00			
E 10	4	11/01/16	11/07/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	MTWTF--	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
				M-F 7a-9a		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$700.00		0.00			
E 11	4	11/01/16	11/07/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	MTWTF--	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
				M-F 7a-9a		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$700.00		0.00			
E 12	4	11/01/16	11/07/16	M-F 7a-9a	CM	8:30 AM-9:00 AM	MTWTF--	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
				M-F 7a-9a		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$700.00		0.00			
E 13	4	11/01/16	11/07/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	MTWTF--	:30	2	\$500.00	03	0.00	NM	2	\$1,000.00
				M-F 9a-10a		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$500.00		0.00			
E 14	4	11/01/16	11/07/16	M-F 9p-10p	CM	9:00 PM-9:30 PM	MTWTF--	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
				M-F 9p-10p		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$900.00		0.00			
E 15	4	11/01/16	11/07/16	M-F 9p-10p	CM	9:30 PM-10:00 PM	MTWTF--	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
				M-F 9p-10p		(9:30 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--					2	\$900.00		0.00			
E 16	4	11/08/16	11/08/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 16	4	11/08/16	11/08/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	-1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/07/16	11/13/16	-1-----		1			\$400.00			0.00			
E 17	4	11/08/16	11/08/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-1-----	:30	1	\$900.00	03	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: 11/07/16	11/13/16	-1-----		1			\$900.00			0.00			
E 18	4	11/08/16	11/08/16	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-1-----	:30	1	\$900.00	03	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: 11/07/16	11/13/16	-1-----		1			\$900.00			0.00			
E 19	4	11/08/16	11/08/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-1-----	:30	1	\$700.00	03	0.00	NM	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: 11/07/16	11/13/16	-1-----		1			\$700.00			0.00			
E 20	4	11/08/16	11/08/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-1-----	:30	1	\$700.00	03	0.00	NM	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: 11/07/16	11/13/16	-1-----		1			\$700.00			0.00			
E 21	4	11/08/16	11/08/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-1-----	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/07/16	11/13/16	-1-----		1			\$500.00			0.00			
													Totals	43	\$34,275.00