

## ORDER



KSHB-TV

**Orders**  
**Order / Rev:** 453388  
**Alt Order #:**  
**Product Desc:** McCaskill Democrat Senate  
**Estimate:** 3954  
**Flight Dates:** 08/14/18 - 08/20/18  
**Original Date / Rev:** 08/10/18 / 08/10/18  
**Order Type:** GENERAL

**Primary AE:** Mike Wang  
**Sales Office:** KSHBN  
**Sales Region:** NAT

**Agency**  
**Name:** Screen Strategies Media  
**Buying Contact:**  
**Billing Contact:** Caroline Bahng  
 11150 Fairfax Blvd. Ste. 505  
 Fairfax, VA 22030

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

**Advertiser**  
**Name:** McCaskill/Democrat/Senate  
**Demographic:** A18-54  
**Product Codes:** PL Federal Candidate  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** DEF

**New Business Thru:**  
**Advertiser External ID:** 220895  
**Agency External ID:** 119919  
**Unit Code:** General  
**Order Separation:** 00:20:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/18	08/20/18	19	\$7,800.00	\$6,630.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	19	\$7,800.00	\$6,630.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$7,800.00</b>	<b>\$6,630.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Wang			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	08/14/18	08/14/18	M-F 6-7am News M-F 6-7am News	CM	6-7am	-T-----	:30	1	\$400.00	P-3	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:		08/13/18	08/19/18	-T-----					1	\$400.00		0.00			
N 2	KSHB	08/15/18	08/17/18	M-F Today Show M-F Today Show	CM	7-9am	--W-F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	--W-F--					2	\$400.00		0.00			
N 3	KSHB	08/16/18	08/16/18	M-F 12-1pm M-F 12-1pm	CM	12-1pm	---T---	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---					1	\$75.00		0.00			
N 4	KSHB	08/20/18	08/20/18	M-F 330-4pm M-F 330-4pm	CM	330-4pm	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----					1	\$275.00		0.00			
N 5	KSHB	08/14/18	08/17/18	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	-TW-F--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-TW-F--					3	\$200.00		0.00			
N 6	KSHB	08/16/18	08/20/18		CM	5-530pm	M-T---	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00

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Flight Dates: 08/14/18 - 08/20/18

Advertiser: McCaskill/Democrat/Senate  
Product Desc: McCaskill Democrat Senate  
Estimate: 3954

KSHB-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530pm News											
				M-F 5-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---		1				\$500.00		0.00			
Week:		08/20/18	08/26/18	M-----		1				\$500.00		0.00			
N 7	KSHB	08/14/18	08/17/18	M-F 6-630pm News	CM	6-630pm	-T--F--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
				M-F 6-630pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-T--F--		2				\$600.00		0.00			
N 8	KSHB	08/15/18	08/15/18	M-F 630-7pm News	CM	630-7pm	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				M-F 630-7pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----		1				\$400.00		0.00			
N 9	KSHB	08/16/18	08/16/18	Thursday Prime B	CM	8-9pm	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				TRIAL & ERROR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---		1				\$900.00		0.00			
N 10	KSHB	08/18/18	08/18/18	Saturday Prime C	CM	9-10pm	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				DATELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-----S-		1				\$200.00		0.00			
N 11	KSHB	08/14/18	08/20/18	M-F 10-1035pm News	CM	10-1035pm	MT-----	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
				M-F 10-1035pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----		1				\$650.00		0.00			
Week:		08/20/18	08/26/18	M-----		1				\$650.00		0.00			
N 12	KSHB	08/15/18	08/17/18	M-F 1035-1135pm	CM	1035-1135pm	--W-F--	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
				M-F 1035-1135pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	--W-F--		2				\$325.00		0.00			
													Totals	19	\$7,800.00