

## ORDER



KSHB-TV

**Orders**  
**Order / Rev:** 477224  
**Alt Order #:**  
**Product Desc:** McCaskill Democrat Senate  
**Estimate:** 4909  
**Flight Dates:** 10/24/18 - 10/29/18  
**Original Date / Rev:** 10/24/18 / 10/24/18  
**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  |
|------------|----------|---------|--------------|-------------|
| 10/01/18   | 10/28/18 | 45      | \$20,845.00  | \$17,718.25 |
| 10/29/18   | 10/29/18 | 11      | \$9,320.00   | \$7,922.00  |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2018  | 45        | \$20,845.00        | \$17,718.25        | 0.00        |
| November 2018 | 11        | \$9,320.00         | \$7,922.00         | 0.00        |
| <b>Totals</b> | <b>56</b> | <b>\$30,165.00</b> | <b>\$25,640.25</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     |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1   | KSHB | 10/24/18          | 10/29/18        | M-F 430-5am News<br>M-F 430-5am News | CM    | 430-5am        | M-WTF--           | :30 | 3     | \$50.00     | P-3 | 0.00          | NM   | 4     | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/22/18          | 10/28/18        | --WTF--                              |       |                | 3                 |     |       | \$50.00     |     | 0.00          |      |       |            |
| Week: |      | 10/29/18          | 11/04/18        | M-----                               |       |                | 1                 |     |       | \$50.00     |     | 0.00          |      |       |            |
| E 2   | KSHB | 10/24/18          | 10/29/18        | M-F 5-6am News<br>M-F 5-6am News     | CM    | 5-6am          | M-WTF--           | :30 | 3     | \$230.00    | P-2 | 0.00          | NM   | 4     | \$920.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/22/18          | 10/28/18        | --WTF--                              |       |                | 3                 |     |       | \$230.00    |     | 0.00          |      |       |            |
| Week: |      | 10/29/18          | 11/04/18        | M-----                               |       |                | 1                 |     |       | \$230.00    |     | 0.00          |      |       |            |
| E 3   | KSHB | 10/24/18          | 10/29/18        | M-F 6-7am News<br>M-F 6-7am News     | CM    | 6-7am          | M-WTF--           | :30 | 3     | \$700.00    | P-2 | 0.00          | NM   | 4     | \$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: |      | 10/22/18          | 10/28/18        | --WTF--                              |       |                | 3                 |     |       | \$700.00    |     | 0.00          |      |       |            |
| Week: |      | 10/29/18          | 11/04/18        | M-----                               |       |                | 1                 |     |       | \$700.00    |     | 0.00          |      |       |            |
| E 4   | KSHB | 10/24/18          | 10/29/18        | M-F Today Show<br>M-F Today Show     | CM    | 7-9am          | M-WTF--           | :30 | 9     | \$700.00    | P-2 | 0.00          | NM   | 12    | \$8,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/22/18          | 10/28/18        | --WTF--                              |       |                | 9                 |     |       | \$700.00    |     | 0.00          |      |       |            |
| Week: |      | 10/29/18          | 11/04/18        | M-----                               |       |                | 3                 |     |       | \$700.00    |     | 0.00          |      |       |            |
| E 5   | KSHB | 10/27/18          | 10/27/18        |                                      | CM    | 6-7am          | -----S-           | :30 | 2     | \$190.00    | P-2 | 0.00          | NM   | 2     | \$380.00   |

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 Flight Dates: 10/24/18 - 10/29/18

Advertiser: McCaskill/Democrat/Senate  
 Product Desc: McCaskill Democrat Senate  
 Estimate: 4909  
**KSHB-TV**

| Ln          | Ch   | Start             | End               | Inventory Code     | Break                 | Start/End Time    | Days            | Len           | Spots                 | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|-------------|------|-------------------|-------------------|--------------------|-----------------------|-------------------|-----------------|---------------|-----------------------|------------|-------------|------|------|-------|------------|
|             |      |                   |                   | Sa 6-7am News      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      |                   |                   | Sa 6-7am News      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S-            | 2                     |                   | \$190.00        |               | 0.00                  |            |             |      |      |       |            |
| E 6         | KSHB | 10/27/18          | 10/27/18          | Sa 7-8am News      | CM                    | 7-8am             | -----S-         | :30           | 2                     | \$335.00   | P-2         | 0.00 | NM   | 2     | \$670.00   |
|             |      |                   |                   | Sa 7-8am News      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S-            | 2                     |                   | \$335.00        |               | 0.00                  |            |             |      |      |       |            |
| E 7         | KSHB | 10/27/18          | 10/27/18          | Sa Today Show      | CM                    | 8-10am            | -----S-         | :30           | 3                     | \$500.00   | P-2         | 0.00 | NM   | 3     | \$1,500.00 |
|             |      |                   |                   | Sa Today Show      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S-            | 3                     |                   | \$500.00        |               | 0.00                  |            |             |      |      |       |            |
| E 8         | KSHB | 10/28/18          | 10/28/18          | Su 6-7am News      | CM                    | 6-7am             | -----S          | :30           | 1                     | \$190.00   | P-2         | 0.00 | NM   | 1     | \$190.00   |
|             |      |                   |                   | Su 6-7am News      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S             | 1                     |                   | \$190.00        |               | 0.00                  |            |             |      |      |       |            |
| E 9         | KSHB | 10/28/18          | 10/28/18          | Su Today Show      | CM                    | 7-8am             | -----S          | :30           | 1                     | \$500.00   | P-2         | 0.00 | NM   | 1     | \$500.00   |
|             |      |                   |                   | Su Today Show      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S             | 1                     |                   | \$500.00        |               | 0.00                  |            |             |      |      |       |            |
| E 10        | KSHB | 10/28/18          | 10/28/18          | Su 8-9am News      | CM                    | 8-9am             | -----S          | :30           | 1                     | \$450.00   | P-2         | 0.00 | NM   | 1     | \$450.00   |
|             |      |                   |                   | Su 8-9am News      |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | -----S             | 1                     |                   | \$450.00        |               | 0.00                  |            |             |      |      |       |            |
| E 11        | KSHB | 10/25/18          | 10/29/18          | M-F 9-10am         | CM                    | 9-10am            | M--TF--         | :30           | 3                     | \$240.00   | P-2         | 0.00 | NM   | 3     | \$720.00   |
|             |      |                   |                   | Megyn Kelly Today  |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | ---TF--            | 2                     |                   | \$240.00        |               | 0.00                  |            |             |      |      |       |            |
| Week:       |      | 10/29/18          | 11/04/18          | M-----             | 1                     |                   | \$240.00        |               | 0.00                  |            |             |      |      |       |            |
| E 12        | KSHB | 10/24/18          | 10/29/18          | M-F 10-11am        | CM                    | 10-11am           | M-WTF--         | :30           | 3                     | \$100.00   | P-3         | 0.00 | NM   | 4     | \$400.00   |
|             |      |                   |                   | M-F 10-11am        |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | --WTF--            | 3                     |                   | \$100.00        |               | 0.00                  |            |             |      |      |       |            |
| Week:       |      | 10/29/18          | 11/04/18          | M-----             | 1                     |                   | \$100.00        |               | 0.00                  |            |             |      |      |       |            |
| E 13        | KSHB | 10/24/18          | 10/26/18          | M-F 11am-12pm News | CM                    | 11am-12pm         | --WTF--         | :30           | 3                     | \$285.00   | P-2         | 0.00 | NM   | 3     | \$855.00   |
|             |      |                   |                   | M-F 11am-12pm News |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | --WTF--            | 3                     |                   | \$285.00        |               | 0.00                  |            |             |      |      |       |            |
| N 14        | KSHB | 10/24/18          | 10/29/18          | M-F 12-1pm         | CM                    | 12-1pm            | M-WT---         | :30           | 2                     | \$100.00   | P-3         | 0.00 | NM   | 2     | \$200.00   |
|             |      |                   |                   | M-F 12-1pm         |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | --WT---            | 2                     |                   | \$100.00        |               | 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> |      |      |       |            |
| 2           |      | KSHB              | 10/22/18-10/28/18 | M-F 12-1pm         | 12-1pm                |                   | --WTh-----      | :30           | <del>(\$100.00)</del> | 0.00       | NM          |      |      |       |            |
| Credited    |      |                   |                   |                    |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/29/18          | 11/04/18          | M-----             | 1                     |                   | \$100.00        |               | 0.00                  |            |             |      |      |       |            |
| E 15        | KSHB | 10/24/18          | 10/29/18          | M-F 2-3pm          | CM                    | 2-3pm             | M-WTF--         | :30           | 3                     | \$100.00   | P-3         | 0.00 | NM   | 4     | \$400.00   |
|             |      |                   |                   | M-F 2-3pm          |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | --WTF--            | 3                     |                   | \$100.00        |               | 0.00                  |            |             |      |      |       |            |
| Week:       |      | 10/29/18          | 11/04/18          | M-----             | 1                     |                   | \$100.00        |               | 0.00                  |            |             |      |      |       |            |
| E 16        | KSHB | 10/29/18          | 10/29/18          | Monday Prime 7-9pm | CM                    | 7-9pm             | M-----          | :30           | 1                     | \$5,700.00 | P-2         | 0.00 | NM   | 1     | \$5,700.00 |
|             |      |                   |                   | Monday Prime 7-9pm |                       |                   |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/29/18          | 11/04/18          | M-----             | 1                     |                   | \$5,700.00      |               | 0.00                  |            |             |      |      |       |            |
| E 17        | KSHB | 10/25/18          | 10/25/18          | Thursday Prime A   | CM                    | 730-8p            | ---T---         | :30           | 1                     | \$1,520.00 | P-2         | 0.00 | NM   | 1     | \$1,520.00 |
|             |      |                   |                   | 730-8p             |                       | (7:30 PM-8:00 PM) |                 |               |                       |            |             |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    | <u>Spots/Week</u>     |                   | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:       |      | 10/22/18          | 10/28/18          | ---T---            | 1                     |                   | \$1,520.00      |               | 0.00                  |            |             |      |      |       |            |

Order / Rev: 477224  
 Alt Order #:  
 Flight Dates: 10/24/18 - 10/29/18

Advertiser: McCaskill/Democrat/Senate  
 Product Desc: McCaskill Democrat Senate  
 Estimate: 4909

KSHB-TV

| Ln     | Ch    | Start             | End             | Inventory Code                         | Break | Start/End Time              | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount      |
|--------|-------|-------------------|-----------------|--|-------|-----------------------------|---------|-------------|-------|---------------|-----|------|------|-------|-------------|
| E 18   | KSHB  | 10/25/18          | 10/25/18        | Thursday Prime B<br>830-9p             | CM    | 830-9p<br>(8:30 PM-9:00 PM) | ---T--- | :30         | 1     | \$3,230.00    | P-2 | 0.00 | NM   | 1     | \$3,230.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>           |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |             |
|        | Week: | 10/22/18          | 10/28/18        | ---T---                                |       | 1                           |         | \$3,230.00  |       | 0.00          |     |      |      |       |             |
| E 19   | KSHB  | 10/26/18          | 10/26/18        | Friday Prime A<br>Friday Prime A       | CM    | 7-8pm                       | ----F-- | :30         | 1     | \$750.00      | P-3 | 0.00 | NM   | 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: | 10/22/18          | 10/28/18        | ----F--                                |       | 1                           |         | \$750.00    |       | 0.00          |     |      |      |       |             |
| E 20   | KSHB  | 10/24/18          | 10/26/18        | M-F 1135pm-1235am<br>M-F 1135pm-1235am | CM    | 1135pm-1235am               | --W-F-- | :30         | 2     | \$190.00      | P-2 | 0.00 | NM   | 2     | \$380.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>           |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |             |
|        | Week: | 10/22/18          | 10/28/18        | --W-F--                                |       | 2                           |         | \$190.00    |       | 0.00          |     |      |      |       |             |
| Totals |       |                   |                 |  |       |                             |         |             |       |               |     |      |      | 56    | \$30,165.00 |