

# ORDER



WDAF-TV

<b>Orders</b>	<b>Order / Rev:</b>	<b>399490</b>	
	<b>Alt Order #:</b>	08424245	
	<b>Product Desc:</b>	SENATE LDRSHP FUND	
	<b>Estimate:</b>	4219	
	<b>Flight Dates:</b>	10/22/16 - 11/05/16	<b>Primary AE:</b> Nick Welte
	<b>Original Date / Rev:</b>	10/21/16 / 10/21/16	<b>Sales Office:</b> NPHL
	<b>Order Type:</b>	GENERAL	<b>Sales Region:</b> National

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		210 W Pennsylvania Ave	<b>Billing Cycle:</b> EOM/EOC
		Towson, MD 21204	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	<b>Senate Leadership Fund</b>	
	<b>Demographic:</b>	A35+	<b>New Business Thru:</b>
	<b>Product Codes:</b>	PL4.b	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	03	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	Agency, Political, Political-PAC	<b>Agency External ID:</b>

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	20	\$22,150.00	\$18,827.50
10/31/16	11/05/16	26	\$31,500.00	\$26,775.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	20	\$22,150.00	\$18,827.50	0.00
November 2016	26	\$31,500.00	\$26,775.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$53,650.00</b>	<b>\$45,602.50</b>	<b>0.00</b>

**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	22%	\$53,650.00
Market	100%	\$243,863.64

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	34%	\$82,913.64
KCWE	0%	\$0.00
KMBC	27%	\$65,843.18
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	17%	\$41,456.82
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	10/28/16	10/28/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	----1--	:30	1	\$700.00	02	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:		10/24/16	10/30/16	----1--			1		\$700.00		0.00				

Order / Rev: 399490  
 Alt Order #: 08424245  
 Flight Dates: 10/22/16 - 11/05/16

Advertiser: Senate Leadership Fund  
 Product Desc: SENATE LDRSHP FUND  
 Estimate: 4219  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/28/16	10/28/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	----1--	:30	1	\$700.00	02	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: 10/24/16	10/30/16	----1--					1	\$700.00		0.00			
E 2	4	11/04/16	11/04/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$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: 10/31/16	11/06/16	----1--					1	\$1,500.00		0.00			
E 3	4	11/04/16	11/04/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	----1--	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--					1	\$250.00		0.00			
E 4	4	11/04/16	11/04/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$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: 10/31/16	11/06/16	----1--					1	\$1,500.00		0.00			
E 5	4	11/04/16	11/04/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$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: 10/31/16	11/06/16	----1--					1	\$1,500.00		0.00			
E 6	4	10/28/16	11/04/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	----1--	:30	1	\$1,750.00	02	0.00	NM	2	\$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: 10/24/16	10/30/16	----1--					1	\$1,750.00		0.00			
		Week: 10/31/16	11/06/16	----1--					1	\$1,750.00		0.00			
E 7	4	11/04/16	11/04/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	----1--	:30	1	\$3,250.00	02	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--					1	\$3,250.00		0.00			
E 8	4	10/28/16	11/04/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	----1--	:30	1	\$700.00	03	0.00	NM	2	\$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: 10/24/16	10/30/16	----1--					1	\$700.00		0.00			
		Week: 10/31/16	11/06/16	----1--					1	\$700.00		0.00			
E 9	4	10/28/16	11/04/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	----1--	:30	1	\$700.00	03	0.00	NM	2	\$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: 10/24/16	10/30/16	----1--					1	\$700.00		0.00			
		Week: 10/31/16	11/06/16	----1--					1	\$700.00		0.00			
E 10	4	10/24/16	10/24/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	1-----	:30	1	\$700.00	02	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: 10/24/16	10/30/16	1-----					1	\$700.00		0.00			
E 11	4	10/24/16	10/31/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	1-----	:30	1	\$1,750.00	02	0.00	NM	2	\$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: 10/24/16	10/30/16	1-----					1	\$1,750.00		0.00			
		Week: 10/31/16	11/06/16	1-----					1	\$1,750.00		0.00			
E 12	4	10/24/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	1-----	:30	1	\$700.00	03	0.00	NM	2	\$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: 10/24/16	10/30/16	1-----					1	\$700.00		0.00			
		Week: 10/31/16	11/06/16	1-----					1	\$700.00		0.00			
E 13	4	10/24/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	1-----	:30	1	\$700.00	02	0.00	NM	2	\$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: 10/24/16	10/30/16	1-----					1	\$700.00		0.00			
		Week: 10/31/16	11/06/16	1-----					1	\$700.00		0.00			
E 14	4	11/05/16	11/05/16	Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00

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Advertiser: Senate Leadership Fund  
Product Desc: SENATE LDRSHF FUND  
Estimate: 4219  
WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 10p-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-----1-	1		\$1,200.00		0.00						
E 15	4	11/05/16	11/05/16	Sa 6a-8a	CM	7:00 AM-7:30 AM	-----1-	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		Sa 6a-8a Eff 4/23 (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:		10/31/16	11/06/16	-----1-	1		\$850.00		0.00						
E 16	4	11/03/16	11/03/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	---1---	:30	1	\$700.00	02	0.00	NM	1	\$700.00
		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>						
Week:		10/31/16	11/06/16	---1---	1		\$700.00		0.00						
E 17	4	10/27/16	11/03/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	---1---	:30	1	\$1,750.00	02	0.00	NM	2	\$3,500.00
		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:		10/24/16	10/30/16	---1---	1		\$1,750.00		0.00						
Week:		10/31/16	11/06/16	---1---	1		\$1,750.00		0.00						
E 18	4	10/27/16	11/03/16	Thursday Prime Hour 1	CM	7:00 PM-8:00 PM	---1---	:30	1	\$2,200.00	03	0.00	NM	2	\$4,400.00
		Thursday Prime Hour 1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	---1---	1		\$2,200.00		0.00						
Week:		10/31/16	11/06/16	---1---	1		\$2,200.00		0.00						
E 19	4	10/27/16	11/03/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	---1---	:30	1	\$700.00	03	0.00	NM	2	\$1,400.00
		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:		10/24/16	10/30/16	---1---	1		\$700.00		0.00						
Week:		10/31/16	11/06/16	---1---	1		\$700.00		0.00						
E 20	4	10/27/16	11/03/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	---1---	:30	1	\$700.00	03	0.00	NM	2	\$1,400.00
		M-F 9a-10a (9:30 AM-10:00 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	---1---	1		\$700.00		0.00						
Week:		10/31/16	11/06/16	---1---	1		\$700.00		0.00						
E 21	4	11/01/16	11/01/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	-1-----	:30	1	\$700.00	02	0.00	NM	1	\$700.00
		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>						
Week:		10/31/16	11/06/16	-1-----	1		\$700.00		0.00						
E 22	4	10/25/16	11/01/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	-1-----	:30	1	\$1,750.00	02	0.00	NM	2	\$3,500.00
		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:		10/24/16	10/30/16	-1-----	1		\$1,750.00		0.00						
Week:		10/31/16	11/06/16	-1-----	1		\$1,750.00		0.00						
E 23	4	10/25/16	11/01/16	Tuesday Prime Hour 1	CM	7:00 PM-8:00 PM	-1-----	:30	1	\$2,100.00	03	0.00	NM	2	\$4,200.00
		Tuesday Prime Hour 1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	-1-----	1		\$2,100.00		0.00						
Week:		10/31/16	11/06/16	-1-----	1		\$2,100.00		0.00						
E 24	4	10/25/16	11/01/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	-1-----	:30	1	\$700.00	03	0.00	NM	2	\$1,400.00
		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:		10/24/16	10/30/16	-1-----	1		\$700.00		0.00						
Week:		10/31/16	11/06/16	-1-----	1		\$700.00		0.00						
E 25	4	10/25/16	11/01/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	-1-----	:30	1	\$700.00	03	0.00	NM	2	\$1,400.00
		M-F 9a-10a (9:30 AM-10:00 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	-1-----	1		\$700.00		0.00						
Week:		10/31/16	11/06/16	-1-----	1		\$700.00		0.00						
E 26	4	10/26/16	10/26/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	--1----	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		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>						
Week:		10/24/16	10/30/16	--1----	1		\$700.00		0.00						
E 27	4	10/26/16	11/02/16		CM	6:00 PM-6:30 PM	--1----	:30	1	\$1,750.00	02	0.00	NM	2	\$3,500.00

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M-F 6p-630p															
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:		10/24/16	10/30/16	--1----			1			\$1,750.00		0.00			
Week:		10/31/16	11/06/16	--1----			1			\$1,750.00		0.00			
E 28	4	10/26/16	11/02/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	--1----	:30	1	\$700.0003		0.00	NM	2	\$1,400.00
				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:		10/24/16	10/30/16	--1----			1			\$700.00		0.00			
Week:		10/31/16	11/06/16	--1----			1			\$700.00		0.00			
E 29	4	10/26/16	11/02/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	--1----	:30	1	\$700.0003		0.00	NM	2	\$1,400.00
				M-F 9a-10a	(9:30 AM-10:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----			1			\$700.00		0.00			
Week:		10/31/16	11/06/16	--1----			1			\$700.00		0.00			
													Totals	46	\$53,650.00