

**ORDER**

WDAF-TV

<b>Orders</b>	<b>Order / Rev:</b>	<b>403225</b>		
	<b>Alt Order #:</b>	<b>08431762</b>		
	<b>Product Desc:</b>	<b>SENATE LDRSHP ADD</b>		
	<b>Estimate:</b>	<b>4067</b>		
	<b>Flight Dates:</b>	<b>10/28/16 - 11/07/16</b>	<b>Primary AE:</b>	<b>Nick Welte</b>
	<b>Original Date / Rev:</b>	<b>10/31/16 / 10/31/16</b>	<b>Sales Office:</b>	<b>NPHL</b>
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Region:</b>	<b>National</b>
<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media</b>	<b>Billing Type:</b>	<b>Cash</b>
	<b>Buying Contact:</b>		<b>Billing Calendar:</b>	<b>Broadcast</b>
	<b>Billing Contact:</b>		<b>Billing Cycle:</b>	<b>EOM/EOC</b>
		<b>210 W Pennsylvania Ave</b>	<b>Agency Commission:</b>	<b>15%</b>
		<b>Towson, MD 21204</b>		
<b>Advertiser</b>	<b>Name:</b>	<b>Senate Leadership Fund</b>	<b>New Business Thru:</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>Order Separation:</b>	<b>00:15:00</b>
	<b>Product Codes:</b>	<b>PL4.b</b>	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	<b>02</b>	<b>Agency External ID:</b>	
	<b>Revenue Codes:</b>	<b>Agency, Political, Political-PAC</b>		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	56	\$100,000.00	\$85,000.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	56	\$100,000.00	\$85,000.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$100,000.00</b>	<b>\$85,000.00</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	30%	\$100,000.00
Market	100%	\$333,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	0%	\$0.00
KCWE	0%	\$0.00
KMBC	35%	\$116,666.67
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	35%	\$116,666.67
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	10/31/16	11/04/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	MTWTF--	:30	4	\$3,000.00	02	0.00	NM	4	\$12,000.00
				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: 10/31/16	11/06/16	MTWTF--		4			\$3,000.00			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>		

Order / Rev: 403225  
 Alt Order #: 08431762  
 Flight Dates: 10/28/16 - 11/07/16

Advertiser: Senate Leadership Fund  
 Product Desc: SENATE LDRSHP ADD  
 Estimate: 4067

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/31/16	11/04/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	4	\$3,000.00	02	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	MTWTF--	4		\$3,000.00		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>			
2	4	10/31/16-11/06/16		M-F 7a-9a	8:30 AM-9:00 AM		MTWThF----	:30	\$3,000.00		0.00	NM			
3	4	10/31/16-11/06/16		M-F 7a-9a	8:30 AM-9:00 AM		MTWThF----	:30	\$3,000.00		0.00	NM			
E 2	4	10/31/16	11/04/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	5	\$1,200.00	02	0.00	NM	5	\$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:		10/31/16	11/06/16	MTWTF--	5		\$1,200.00		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	4	10/31/16-11/06/16		M-F 9a-10a	9-10a		MTWThF----	:30	\$1,200.00		0.00	NM			
4	4	10/31/16-11/06/16		M-F 9a-10a	9:30 AM-10:00 AM		MTWThF----	:30	\$1,200.00		0.00	NM			
E 3	4	10/31/16	11/04/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	4	\$1,200.00	02	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	MTWTF--	4		\$1,200.00		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	4	10/31/16-11/06/16		M-F 9a-10a	9-10a		MTWThF----	:30	\$1,200.00		0.00	NM			
E 4	4	10/31/16	11/04/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	MTWTF--	:30	5	\$1,500.00	02	0.00	NM	5	\$7,500.00
		<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	MTWTF--	5		\$1,500.00		0.00						
E 5	4	10/31/16	11/04/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	4	\$1,500.00	02	0.00	NM	4	\$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:		10/31/16	11/06/16	MTWTF--	4		\$1,500.00		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	4	10/31/16-11/06/16		M-F 12p-1p	12-1p		MTWThF----	:30	\$1,500.00		0.00	NM			
E 6	4	10/31/16	11/04/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM (1:00 PM-2:00 PM)	MTWTF--	:30	5	\$1,000.00	02	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	MTWTF--	5		\$1,000.00		0.00						
E 7	4	10/31/16	11/04/16	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM (2:00 PM-3:00 PM)	MTWTF--	:30	4	\$1,000.00	02	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:		10/31/16	11/06/16	MTWTF--	4		\$1,000.00		0.00						
E 8	4	10/31/16	11/04/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	MTWTF--	:30	2	\$5,000.00	02	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	MTWTF--	2		\$5,000.00		0.00						
E 9	4	10/31/16	11/04/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	MTWTF--	:30	4	\$3,500.00	02	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	MTWTF--	4		\$3,500.00		0.00						
E 10	4	10/31/16	11/04/16	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM (11:00 PM-11:30 PM)	MTWTF--	:30	4	\$750.00	02	0.00	NM	4	\$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:		10/31/16	11/06/16	MTWTF--	4		\$750.00		0.00						
E 11	4	10/31/16	11/04/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 AM (11:30 PM-12:00 AM)	MTWTF--	:30	5	\$600.00	02	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:		10/31/16	11/06/16	MTWTF--	5		\$600.00		0.00						
E 12	4	10/31/16	11/04/16	M-F 1230a-1a M-F 1230a-1a	CM	12:30 AM-1:00 AM (12:30 AM-1:00 AM)	MTWTF--	:30	5	\$250.00	02	0.00	NM	5	\$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	MTWTF--	5		\$250.00		0.00						

Order / Rev: 403225  
Alt Order #: 08431762  
Flight Dates: 10/28/16 - 11/07/16

Advertiser: Senate Leadership Fund  
Product Desc: SENATE LDRSHP ADD  
Estimate: 4067

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	4	10/31/16	11/06/16	MLB World Series Gm	CM	6:30 PM-9:30 PM	-T-----	:30	2	\$10,000.00	02	0.00	NM	2	\$20,000.00
				MLB World Series Gm											
		<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	-T-----					2	\$10,000.00		0.00			
E 14	4	11/07/16	11/07/16	M-F 11p-1130p	CM	11:00 PM-11:30 PM	1-----	:30	1	\$750.00	02	0.00	NM	1	\$750.00
				M-F 11p-1130p											
		<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	\$750.00		0.00			
E 15	4	11/07/16	11/07/16	M-F 12p-1p	CM	12:00 PM-12:30 PM	1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 12p-1p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----					1	\$1,500.00		0.00			
E 16	4	11/07/16	11/07/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	1-----	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
				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: 11/07/16	11/13/16	1-----					1	\$1,200.00		0.00			
													Totals	56	\$100,000.00