

**ORDER**

WDAF-TV

**Orders**  
**Order / Rev:** 392561  
**Alt Order #:** 08407907  
**Product Desc:** SENATE LDRSHP FUND  
**Estimate:** 3920  
**Flight Dates:** 10/26/16 - 11/02/16  
**Original Date / Rev:** 10/03/16 / 10/31/16  
**Order Type:** GENERAL

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

**Agency**  
**Name:** Mentzer Media  
**Buying Contact:**  
**Billing Contact:**  
 210 W Pennsylvania Ave  
 Towson, MD 21204

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

**Advertiser**  
**Name:** Senate Leadership Fund  
**Demographic:** A35+  
**Product Codes:** PL4.b  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-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
09/26/16	10/30/16	11	\$8,950.00	\$7,607.50
10/31/16	11/02/16	14	\$10,850.00	\$9,222.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	11	\$8,950.00	\$7,607.50	0.00
November 2016	14	\$10,850.00	\$9,222.50	0.00
<b>Totals</b>	<b>25</b>	<b>\$19,800.00</b>	<b>\$16,830.00</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**

Order Share	Share	Total
WDAF-TV	20%	\$19,800.00
Market	100%	\$99,000.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	36%	\$35,640.00
KCWE	4%	\$3,960.00
KMBC	31%	\$30,690.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	9%	\$8,910.00
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 M-F 10a-11a	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	----1--	:30	1	\$400.00	03	0.00	NM	0	\$0.00
		<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			\$400.00		0.00			

Order / Rev: 392561  
 Alt Order #: 08407907  
 Flight Dates: 10/26/16 - 11/02/16

Advertiser: Senate Leadership Fund  
 Product Desc: SENATE LDRSHP FUND  
 Estimate: 3920  
 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 (10:00 AM-11:00 AM)	----1--	:30	1	\$400.00	03	0.00	NM	0	\$0.00
<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 \$400.00 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 10/24/16-10/30/16 M-F 10a-11a 10:00 AM-11:00 AM 10:00 AM-11:00 AM ----F---- :30 (\$400.00) 0.00 NM Credited															
E 2	4	10/28/16	10/28/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	----1--	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 ----1-- 1 \$1,000.00 0.00															
E 3	4	10/28/16	10/28/16	M-F 1230a-1a M-F 1230a-1a	CM	12:30 AM-1:00 AM	----1--	:30	1	\$150.00	03	0.00	NM	1	\$150.00
<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 \$150.00 0.00															
E 4	4	10/31/16	10/31/16	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	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: 10/31/16 11/06/16 1----- 1 \$400.00 0.00															
E 5	4	10/31/16	10/31/16	M-F 1230a-1a M-F 1230a-1a	CM	12:30 AM-1:00 AM	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
<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 \$150.00 0.00															
E 6	4	10/31/16	10/31/16	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM	1-----	:30	1	\$800.00	03	0.00	NM	1	\$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 1----- 1 \$800.00 0.00															
E 7	4	10/31/16	10/31/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	1-----	:30	1	\$2,500.00	02	0.00	NM	1	\$2,500.00
<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 \$2,500.00 0.00															
E 8	4	10/31/16	10/31/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	1-----	:30	1	\$1,500.00	02	0.00	NM	0	\$0.00
<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 <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 9p-10p 9:00 PM-9:30 PM 9:00 PM-9:30 PM ----- :30 (\$1,500.00) 0.00 NM Credited															
E 9	4	10/27/16	10/27/16	M-F 1230a-1a M-F 1230a-1a	CM	12:30 AM-1:00 AM	---1---	:30	1	\$150.00	03	0.00	NM	1	\$150.00
<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 \$150.00 0.00															
E 10	4	10/27/16	10/27/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	---1---	:30	1	\$200.00	03	0.00	NM	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: 10/24/16 10/30/16 ---1--- 1 \$200.00 0.00															
E 11	4	10/27/16	10/27/16	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM	---1---	:30	1	\$800.00	03	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 ---1--- 1 \$800.00 0.00															
E 12	4	10/27/16	10/27/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 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: 10/24/16 10/30/16 ---1--- 1 \$1,500.00 0.00															
E 13	4	11/01/16	11/01/16	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: 10/31/16 11/06/16 -1----- 1 \$400.00 0.00															
E 14	4	11/01/16	11/01/16		CM	11:30 PM-12:00 AM	XI	:30	1	\$300.00	03	0.00	NM	1	\$300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1130p-12a			-1-----								
				M-F 1130p-12a											
		<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			\$300.00	0.00					
E 15	4	11/01/16	11/01/16	M-F 1230a-1a	CM	12:30 AM-1:00 AM	-1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
				M-F 1230a-1a											
		<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			\$150.00	0.00					
E 16	4	11/01/16	11/01/16	M-F 430a-5a	CM	4:30 AM-4:59 AM	-1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
				M-F 430a-5a											
		<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			\$200.00	0.00					
E 17	4	11/01/16	11/01/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	-1-----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				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	-1-----		1			\$1,000.00	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>		
	1	4	10/31/16-11/06/16	M-F 7a-9a		8:30 AM-9:00 AM	8:30 AM-9:00 A-T-----	:30		\$1,000.00		0.00	NM		
E 18	4	11/01/16	11/01/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	-1-----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				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: 10/31/16	11/06/16	-1-----		1			\$1,000.00	0.00					
E 19	4	10/26/16	10/26/16	M-F 11p-1130p	CM	11:00 PM-11:30 PM	--1----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
				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: 10/24/16	10/30/16	--1----		1			\$400.00	0.00					
E 20	4	10/26/16	11/02/16	M-F 1230a-1a	CM	12:30 AM-1:00 AM	--1----	:30	1	\$150.00	03	0.00	NM	2	\$300.00
				M-F 1230a-1a											
		<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			\$150.00	0.00					
		Week: 10/31/16	11/06/16	--1----		1			\$150.00	0.00					
E 21	4	11/02/16	11/02/16	M-F 430a-5a	CM	4:30 AM-4:59 AM	--1----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
				M-F 430a-5a											
		<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			\$200.00	0.00					
E 22	4	10/26/16	11/02/16	Wednesday Prime Hour	CM	7:00 PM-8:00 PM	--1----	:30	1	\$2,600.00	03	0.00	NM	1	\$2,600.00
				Wednesday 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			\$2,600.00	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	10/24/16-10/30/16	Wednesday Prime Hour 1		7:00 PM-8:00 PM	--W-----	:30		<del>(\$2,600.00)</del>		0.00	NM		
				Credited											
		Week: 10/31/16	11/06/16	--1----		1			\$2,600.00	0.00					
E 23	4	10/26/16	10/26/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	--1----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				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: 10/24/16	10/30/16	--1----		1			\$1,000.00	0.00					
E 24	4	10/26/16	11/02/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	--1----	:30	1	\$1,000.00	03	0.00	NM	2	\$2,000.00
				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: 10/24/16	10/30/16	--1----		1			\$1,000.00	0.00					
		Week: 10/31/16	11/06/16	--1----		1			\$1,000.00	0.00					
N 25	4	10/26/16	10/28/16	M-F 10p-1030p	CM	10p-1030p	--WTF--	:30	1	\$2,600.00	02	0.00	NM	1	\$2,600.00
				M-F 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/24/16	10/30/16	--WTF--		1			\$2,600.00	0.00					