

# ORDER



**KSDK**

**Orders**  
**Order / Rev:** 1541479  
**Alt Order #:** 08952361  
**Product Desc:** 2129 CITIZENS4RAUNER  
**Estimate:**  
**Flight Dates:** 02/05/18 - 02/11/18  
**Original Date / Rev:** 01/22/18 / 02/07/18  
**Order Type:** Political

**Primary AE:** Alex Lavin  
**Sales Office:** T-LA  
**Sales Region:** NAT

**Agency Name:** Target Enterprises/ POL  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Blvd; Ste 1240  
 Sherman Oaks, CA 91403

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

**Advertiser Name:** Citizens for Rauner  
**Demographic:** A35+  
**Product Codes:** PL- State Governor  
**Priority:** P04-GB  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 97723  
**Agency External ID:** 2041AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/18	02/11/18	33	\$16,150.00	\$13,727.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	33	\$16,150.00	\$13,727.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$16,150.00</b>	<b>\$13,727.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSDK	20%	\$16,150.00
Market	100%	\$80,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KDNL	15%	\$12,112.50
KETC	0%	\$0.00
KMOV	33%	\$26,647.50
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	32%	\$25,840.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	02/05/18	02/09/18	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$400.00	P04-C	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/05/18	02/11/18	MTWTF--	5	\$400.00	0.00								

Order / Rev: 1541479  
 Alt Order #: 08952361  
 Flight Dates: 02/05/18 - 02/11/18

Advertiser: Citizens for Rauner  
 Product Desc: 2129 CITIZENS4RAUNER  
 Estimate: \_\_\_\_\_  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	02/05/18	02/09/18	Jeopardy 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	5	\$400.00	P04-C	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		5				\$400.00		0.00			
N 3	KSDK	02/05/18	02/09/18	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	MTWTF--	:30	5	\$275.00	P04-C	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		5				\$275.00		0.00			
N 4	KSDK	02/05/18	02/09/18	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	5	\$650.00	P04-C	0.00	NM	5	\$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: 02/05/18	02/11/18	MTWTF--		5				\$650.00		0.00			
N 5	KSDK	02/05/18	02/09/18	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$675.00	P04-C	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		5				\$675.00		0.00			
N 6	KSDK	02/05/18	02/09/18	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	MTWTF--	:30	5	\$700.00	P04-C	0.00	NM	6	\$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: 02/05/18	02/11/18	MTWTF--		5				\$700.00		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>		
5	KSDK	02/05/18-02/11/18	Wheel of Frtune 630-7p See MG 6.6,6.7 [na - Olympic Ozone is airing]			630-7P	MTWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
6	KSDK	02/09/18-02/09/18	Tonight Show Ⓜ MG for 6.5 02/08 [n/a]			1035-1137p	-----F----	:30		\$400.00		0.00	NM		
7	KSDK	02/11/18-02/11/18	Today Show Su Ⓜ MG for 6.5 02/08 [n/a]			7-8A	-----Su	:30		\$300.00		0.00	NM		
N 7	KSDK	02/10/18	02/10/18	Local News @ 9a Sa Sat 9-10a	CM	9-10A	-----S-	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	-----S-		1				\$300.00		0.00			
N 8	KSDK	02/11/18	02/11/18	Local News @ 9a Su Sun 9-10a	CM	9-10A	-----S	:30	1	\$350.00	P04-C	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	-----S		1				\$350.00		0.00			
													Totals	33	\$16,150.00