

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
Totals	33	\$16,150.00	\$13,727.50	0.00

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	CM	7-9a	MTWTF--	:30	5	\$400.00	P04-C	0.00	NM	5	\$2,000.00
Today Show															
		<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		(\$700.00)		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