

ORDER



KMSB

Orders
Order / Rev: 2336732
Alt Order #: WOC13281269
Product Desc: Issue
Estimate: 10560
Flight Dates: 10/22/21 - 10/28/21
Original Date / Rev: 10/19/21 / 10/19/21
Order Type: General

Primary AE: Ben Stecker
Sales Office: TSWAS
Sales Region: NAT

Agency Name: Sage Media Planning and Placement /
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

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

Advertiser Name: ISS/ Common Defense Action Fund
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 196600
Agency External ID: 23344AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/28/21	35	\$8,580.00	\$7,293.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	35	\$8,580.00	\$7,293.00	0.00
Totals	35	\$8,580.00	\$7,293.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMSB	10%	\$8,580.00
Market	100%	\$85,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBGF	0%	\$0.00
KGUN	0%	\$0.00
KHRR	0%	\$0.00
KOLD	0%	\$0.00
KTTU	0%	\$0.00
KUAS	0%	\$0.00
KUAT	0%	\$0.00
KUVE	0%	\$0.00
KVOA	0%	\$0.00
KWBA	0%	\$0.00
KXGR	0%	\$0.00
UNKWN	90%	\$77,220.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMSB	10/22/21	10/26/21	5-6a M-F 5-6a M-F STORAGE WARS	CM	5-6a	-1-----	1:00	1	\$20.00	P02	0.00	NM	1	\$20.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-----		1				\$20.00		0.00			
N 2	KMSB	10/22/21	10/27/21	Local News @ 7-9a M-FCM DAYBREAK	CM	7:00 AM-9:00 AM	1-1----	1:00	2	\$200.00	P02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	1-1----		2				\$200.00		0.00			
N 3	KMSB	10/22/21	10/28/21	Maury Povich 9-10a MAURY	CM	9:00 AM-10:00 AM	11111--	1:00	5	\$80.00	P02	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	11111--		5				\$80.00		0.00			
N 4	KMSB	10/22/21	10/27/21	First 48 1-2p THE FIRST 48	CM	1:00 PM-2:00 PM	1-1----	1:00	2	\$100.00	P02	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	1-1----		2				\$100.00		0.00			
N 5	KMSB	10/22/21	10/28/21	M-F 3-4p NICK CANNON	CM	3:00 PM-4:00 PM	-1-11--	1:00	3	\$140.00	P02	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-11--		3				\$140.00		0.00			
N 6	KMSB	10/22/21	10/27/21	Family Feud 4-5p FAMILY FEUD	CM	4:00 PM-5:00 PM	1-1----	1:00	2	\$180.00	P02	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	1-1----		2				\$180.00		0.00			
N 7	KMSB	10/22/21	10/28/21	Big Bg Thy 5-530p BIG BANG THEORY	CM	5:00 PM-5:30 PM	-1-11--	1:00	3	\$240.00	P02	0.00	NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-11--		3				\$240.00		0.00			
N 8	KMSB	10/22/21	10/27/21	Local News @ 530p M-FCM FOX11 530P EARLY NEWS	CM	5:30 PM-6:00 PM	1-1----	1:00	2	\$240.00	P02	0.00	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	1-1----		2				\$240.00		0.00			
N 9	KMSB	10/22/21	10/28/21	Local News @ 9p M-F FOX11 NEWS AT NINE	CM	9:00 PM-10:00 PM	-1-11--	1:00	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-11--		3				\$800.00		0.00			
N 10	KMSB	10/22/21	10/28/21	Local News @ 10p M-F AZ NEWS AT TEN	CM	10:00 PM-10:35 PM	-1-11--	1:00	3	\$300.00	P02	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-11--		3				\$300.00		0.00			
N 11	KMSB	10/22/21	10/27/21	You Bet Your Life 1030-10M LENO - YOU BET YOUR LIFE	CM	10:35 PM-11:05 PM (10:35 PM-11:05 PM)	1-1----	1:00	2	\$120.00	P02	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	1-1----		2				\$120.00		0.00			
N 12	KMSB	10/22/21	10/28/21	11p-12a M-F LENO - YOU BET YOUR LIFE	CM	11:05 PM-11:35 PM	-1-11--	1:00	3	\$120.00	P02	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/21	10/28/21	-1-11--		3				\$120.00		0.00			
N 13	KMSB	10/22/21	10/23/21	Local News @ 9p Sa FOX11 NEWS AT NINE	CM	9:00 PM-10:00 PM	-----1-	1:00	1	\$600.00	P02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-----1-		1				\$600.00		0.00			
N 14	KMSB	10/22/21	10/23/21	Local News @ 10p Sa AZ NEWS AT TEN	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----1-	1:00	1	\$300.00	P02	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: 10/18/21	10/24/21	-----1-		1				\$300.00		0.00			
N 15	KMSB	10/22/21	10/23/21	LF (Sa-Su) MATTER OF FACT	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	-----1-	1:00	1	\$80.00	P02	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-----1-		1				\$80.00		0.00			
N 16	KMSB	10/22/21	10/24/21		CM	9:00 PM-10:00 PM		1:00	1	\$700.00	P02	0.00	NM	1	\$700.00

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				Local News @ 9p Su			-----1								
				FOX11 NEWS AT NINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-----1		1				\$700.00		0.00			
													Totals	35	\$8,580.00