

The logo for FOX 4 NEWS, featuring the word "FOX" in a bold, sans-serif font, a large stylized number "4", and the word "NEWS" below it. The entire logo is set against a dark, textured background.

WDAF-TV

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

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

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	59	\$31,000.00	\$26,350.00
10/31/16	10/31/16	17	\$10,050.00	\$8,542.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	59	\$31,000.00	\$26,350.00	0.00
November 2016	17	\$10,050.00	\$8,542.50	0.00
Totals	76	\$41,050.00	\$34,892.50	0.00

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	22%	\$41,050.00
Market	100%	\$186,590.91

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	32%	\$59,709.09
KCWE	2%	\$3,731.82
KMBC	31%	\$57,843.18
KMCI	4%	\$7,463.64
KPXE	0%	\$0.00
KSHB	8%	\$14,927.27
KSMO	1%	\$1,865.91
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	10/25/16	10/31/16	M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	8	\$300.00	03	0.00	NM	8	\$2,400.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/25/16	10/31/16	MTWTF--		8			\$300.00			0.00			

Order / Rev: 385368
 Alt Order #: 08392440
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: DSCC IE
 Product Desc: DSCC IE 10/25
 Estimate: 5455
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/25/16	10/31/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	8	\$300.00	03	0.00	NM	8	\$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:		10/25/16	10/31/16	MTWTF--			8		\$300.00	0.00					
E 2	4	10/25/16	10/31/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	\$400.00	03	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:		10/25/16	10/31/16	MTWTF--			5		\$400.00	0.00					
E 3	4	10/25/16	10/31/16	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	8	\$300.00	03	0.00	NM	8	\$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:		10/25/16	10/31/16	MTWTF--			8		\$300.00	0.00					
E 4	4	10/25/16	10/31/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	MTWTF--	:30	5	\$400.00	03	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:		10/25/16	10/31/16	MTWTF--			5		\$400.00	0.00					
E 5	4	10/25/16	10/31/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$400.00	03	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:		10/25/16	10/31/16	MTWTF--			5		\$400.00	0.00					
E 6	4	10/25/16	10/31/16	M-F 2p-230p M-F 2p-230p	CM	2p-230p	MTWTF--	:30	5	\$300.00	03	0.00	NM	5	\$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:		10/25/16	10/31/16	MTWTF--			5		\$300.00	0.00					
E 7	4	10/25/16	10/31/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	MTWTF--	:30	8	\$650.00	03	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/25/16	10/31/16	MTWTF--			8		\$650.00	0.00					
E 8	4	10/25/16	10/31/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	: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:		10/25/16	10/31/16	MTWTF--			1		\$800.00	0.00					
E 9	4	10/25/16	10/31/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	: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:		10/25/16	10/31/16	MTWTF--			1		\$800.00	0.00					
E 10	4	10/25/16	10/31/16	M-F 7a-9a M-F 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	: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:		10/25/16	10/31/16	MTWTF--			1		\$800.00	0.00					
E 11	4	10/25/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	5	\$500.00	03	0.00	NM	5	\$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:		10/25/16	10/31/16	MTWTF--			5		\$500.00	0.00					
E 12	4	10/25/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	AMMTWTF--	:30	5	\$500.00	03	0.00	NM	5	\$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:		10/25/16	10/31/16	MTWTF--			5		\$500.00	0.00					
E 13	4	10/25/16	10/31/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	PMMTWTF--	:30	1	\$1,100.00	03	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/25/16	10/31/16	MTWTF--			1		\$1,100.00	0.00					
E 14	4	10/29/16	10/29/16	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:30 PM	PI-----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 15	4	10/29/16	10/29/16	FOX Late Fringe FOX Late Fringe	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI-----1-	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 385368
 Alt Order #: 08392440
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: DSCC IE
 Product Desc: DSCC IE 10/25
 Estimate: 5455
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	4	10/29/16	10/29/16	FOX Late Fringe FOX Late Fringe	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	-----1-	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<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			\$100.00			0.00			
E 16	4	10/29/16	10/29/16	Sa 11p-1a Sa 11p-1a	CM	11:00 PM-11:30 PM (11:00 PM-11:30 PM)	-----1-	:30	0	\$75.00	07	0.00	NM	1	\$75.00
		<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			\$75.00			0.00			
E 17	4	10/29/16	10/29/16	Sa 1130p-12a Sa 1130p-12a	CM	11:30 PM-12:00 AM (11:30 PM-12:00 AM)	-----1-	:30	1	\$75.00	07	0.00	NM	1	\$75.00
		<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			\$75.00			0.00			
E 18	4	10/30/16	10/30/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$600.00	03	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:	10/24/16	10/30/16	-----1		1			\$600.00			0.00			
N 19	4	10/25/16	10/31/16	M-F 5a-530a M-F 5a-530a	CM	5a-530a	MTWTF--	:30	3	\$500.00	03	0.00	NM	3	\$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:	10/25/16	10/31/16	MTWTF--		3			\$500.00			0.00			
N 20	4	10/25/16	10/31/16	M-F 530a-6a M-F 530a-6a	CM	530a-6a	MTWTF--	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	MTWTF--		1			\$650.00			0.00			
N 21	4	10/25/16	10/31/16	M-F 7a-9a M-F 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	3	\$750.00	03	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	MTWTF--		3			\$750.00			0.00			
N 22	4	10/25/16	10/31/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	3	\$1,000.00	03	0.00	NM	3	\$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:	10/25/16	10/31/16	MTWTF--		3			\$1,000.00			0.00			
N 23	4	10/25/16	10/31/16	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	3	\$2,000.00	03	0.00	NM	3	\$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:	10/25/16	10/31/16	MTWTF--		3			\$2,000.00			0.00			
													Totals	76	\$41,050.00