

ORDER



WDAF-TV

Orders

Order / Rev: 393558
 Alt Order #: 08410533
 Product Desc: AMER CHEM COUNCIL
 Estimate: 926
 Flight Dates: 10/06/16 - 10/20/16
 Original Date / Rev: 10/05/16 / 10/05/16
 Order Type: GENERAL

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

Agency

Name: Media AdVentures
 Buying Contact:
 Billing Contact:
 8136 Old Keene Mill Road
 Springfield, VA 22153

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

Advertiser

Name: American Chemistry Council
 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	10/20/16	41	\$47,600.00	\$40,460.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$47,600.00	\$40,460.00	0.00
Totals	41	\$47,600.00	\$40,460.00	0.00

Account Executives

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	32%	\$47,600.00
Market	100%	\$148,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	26%	\$38,675.00
KCWE	0%	\$0.00
KMBC	24%	\$35,700.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	18%	\$26,775.00
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	10/14/16	10/14/16	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:		10/10/16	10/16/16	----1--	1		\$400.00	0.00							
E 2	4	10/07/16	10/07/16		CM	12:00 PM-12:30 PM	----1--	:30	1	\$400.00	03	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12p-1p											
				M-F 12p-1p	(12:00 PM-12:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/16	10/09/16	----1--	1		\$400.00		0.00						
E 3	4	10/14/16	10/14/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	----1--	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				M-F 5p-6p	(5:00 PM-5:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	----1--	1		\$1,000.00		0.00						
E 4	4	10/07/16	10/07/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	----1--	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				M-F 5p-6p	(5:30 PM-6:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/16	10/09/16	----1--	1		\$1,000.00		0.00						
E 5	4	10/14/16	10/14/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	----1--	1		\$1,500.00		0.00						
E 6	4	10/07/16	10/07/16	M-F 6a-7a	CM	6:30 AM-7:00 AM	----1--	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
				M-F 6a-7a	(6:30 AM-7:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/16	10/09/16	----1--	1		\$1,200.00		0.00						
E 7	4	10/07/16	10/07/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	----1--	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				M-F 7a-9a	(7:00 AM-7:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/16	10/09/16	----1--	1		\$1,000.00		0.00						
E 8	4	10/07/16	10/07/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	----1--	:30	1	\$600.00	03	0.00	NM	1	\$600.00
				M-F 9a-10a	(9:30 AM-10:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/16	10/09/16	----1--	1		\$600.00		0.00						
E 9	4	10/10/16	10/10/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				M-F 5p-6p	(5:00 PM-5:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	1-----	1		\$1,000.00		0.00						
E 10	4	10/17/16	10/17/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	1-----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
				M-F 5p-6p	(5:30 PM-6:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/17/16	10/23/16	1-----	1		\$1,000.00		0.00						
E 11	4	10/10/16	10/17/16	M-F 6a-7a	CM	6:30 AM-7:00 AM	2-----	:30	2	\$1,200.00	03	0.00	NM	3	\$3,600.00
				M-F 6a-7a	(6:30 AM-7:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	2-----	2		\$1,200.00		0.00						
		Week: 10/17/16	10/23/16	1-----	1		\$1,200.00		0.00						
E 12	4	10/10/16	10/10/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	1-----	:30	1	\$2,500.00	03	0.00	NM	1	\$2,500.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	1-----	1		\$2,500.00		0.00						
E 13	4	10/10/16	10/17/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	2-----	:30	2	\$1,000.00	03	0.00	NM	3	\$3,000.00
				M-F 7a-9a	(7:00 AM-7:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/10/16	10/16/16	2-----	2		\$1,000.00		0.00						
		Week: 10/17/16	10/23/16	1-----	1		\$1,000.00		0.00						
E 14	4	10/17/16	10/17/16	Monday Prime Hour 2	CM	8:00 PM-9:00 PM	1-----	:30	1	\$2,000.00	03	0.00	NM	1	\$2,000.00
				Monday Prime Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/17/16	10/23/16	1-----	1		\$2,000.00		0.00						
E 15	4	10/17/16	10/17/16	M-F 9p-10p	CM	9:00 PM-9:30 PM	1-----	:30	1	\$1,500.00	03	0.00	NM	1	\$1,500.00
				M-F 9p-10p	(9:00 PM-9:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/17/16	10/23/16	1-----	1		\$1,500.00		0.00						
E 16	4	10/10/16	10/17/16		CM	9:30 AM-10:00 AM	1-----	:30	1	\$600.00	03	0.00	NM	2	\$1,200.00

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				M-F 9a-10a											
				M-F 9a-10a		(9:30 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	1-----		1			\$600.00	0.00					
		Week: 10/17/16	10/23/16	1-----		1			\$600.00	0.00					
E 17	4	10/08/16	10/08/16	Sa 6a-8a	CM	7:30 AM-8:00 AM	-----1-	:30	1	\$700.00	003	0.00	NM	1	\$700.00
				Sa 6a-8a Eff 4/23		(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: 10/03/16	10/09/16	-----1-		1			\$700.00	0.00					
E 18	4	10/16/16	10/16/16	Su 7a-9a	CM	8:00 AM-8:30 AM	-----1	:30	1	\$700.00	003	0.00	NM	1	\$700.00
				Su 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: 10/10/16	10/16/16	-----1		1			\$700.00	0.00					
E 19	4	10/09/16	10/09/16	FOX News Sunday	CM	9:00 AM-9:30 AM	-----1	:30	1	\$700.00	003	0.00	NM	1	\$700.00
				FOX News Sunday		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	-----1		1			\$700.00	0.00					
E 20	4	10/20/16	10/20/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	---1---	:30	1	\$1,000.00	003	0.00	NM	1	\$1,000.00
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/17/16	10/23/16	---1---		1			\$1,000.00	0.00					
E 21	4	10/13/16	10/13/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	---1---	:30	1	\$1,000.00	003	0.00	NM	1	\$1,000.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	---1---		1			\$1,000.00	0.00					
E 22	4	10/06/16	10/06/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	---1---	:30	1	\$1,500.00	002	0.00	NM	1	\$1,500.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	---1---		1			\$1,500.00	0.00					
E 23	4	10/13/16	10/20/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	---1---	:30	1	\$2,500.00	002	0.00	NM	2	\$5,000.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	---1---		1			\$2,500.00	0.00					
		Week: 10/17/16	10/23/16	---1---		1			\$2,500.00	0.00					
E 24	4	10/06/16	10/06/16	M-F 9p-10p	CM	9:00 PM-9:30 PM	---1---	:30	1	\$1,500.00	002	0.00	NM	1	\$1,500.00
				M-F 9p-10p		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	---1---		1			\$1,500.00	0.00					
E 25	4	10/18/16	10/18/16	M-F 10p-1030p	CM	10:00 PM-10:30 PM	PI-1-----	:30	1	\$2,000.00	002	0.00	NM	1	\$2,000.00
				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: 10/17/16	10/23/16	-1-----		1			\$2,000.00	0.00					
E 26	4	10/11/16	10/18/16	M-F 12p-1p	CM	12:00 PM-12:30 PM	PI-1-----	:30	1	\$400.00	003	0.00	NM	2	\$800.00
				M-F 12p-1p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	-1-----		1			\$400.00	0.00					
		Week: 10/17/16	10/23/16	-1-----		1			\$400.00	0.00					
E 27	4	10/11/16	10/11/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	-1-----	:30	1	\$1,000.00	003	0.00	NM	1	\$1,000.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	-1-----		1			\$1,000.00	0.00					
E 28	4	10/11/16	10/11/16	M-F 630p-7p	CM	630p-7p	-1-----	:30	1	\$2,500.00	002	0.00	NM	1	\$2,500.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	-1-----		1			\$2,500.00	0.00					
E 29	4	10/12/16	10/19/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	AI--1----	:30	1	\$400.00	003	0.00	NM	2	\$800.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/10/16	10/16/16	--1----		1			\$400.00	0.00					
		Week: 10/17/16	10/23/16	--1----		1			\$400.00	0.00					

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E 29	4	10/12/16	10/19/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	--1----	:30	1	\$400.0003		0.00	NM	2	\$800.00
E 30	4	10/12/16	10/12/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--1----	:30	1	\$1,000.0003		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: 10/10/16	10/16/16	--1----		1		\$1,000.00		0.00					
E 31	4	10/12/16	10/19/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	--1----	:30	1	\$1,500.0002		0.00	NM	2	\$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: 10/10/16	10/16/16	--1----		1		\$1,500.00		0.00					
		Week: 10/17/16	10/23/16	--1----		1		\$1,500.00		0.00					
E 32	4	10/12/16	10/12/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM	--1----	:30	1	\$1,500.0002		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: 10/10/16	10/16/16	--1----		1		\$1,500.00		0.00					
													Totals	41	\$47,600.00