

## ORDER



KRCW-TV

**Orders**  
**Order / Rev:** 399536  
**Alt Order #:** 08424041  
**Product Desc:** K.BROWN-GOV 10/25  
**Estimate:** 4397  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 10/21/16 / 10/21/16  
**Order Type:** GENERAL

**Primary AE:** Robert Langer  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency**  
**Name:** Prism Communications  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser**  
**Name:** Brown/D/Gov  
**Demographic:** A35+  
**Product Codes:** PL2.e.i  
**Priority:** Default  
**Revenue Codes:** Agency, Political, Political-Non-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   | 10/30/16 | 22      | \$3,635.00   | \$3,089.75 |
| 10/31/16   | 10/31/16 | 3       | \$275.00     | \$233.75   |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016  | 22        | \$3,635.00        | \$3,089.75        | 0.00        |
| November 2016 | 3         | \$275.00          | \$233.75          | 0.00        |
| <b>Totals</b> | <b>25</b> | <b>\$3,910.00</b> | <b>\$3,323.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Robert Langer     |              |              | Start Of Order - End Of Order | 100%    |

| Ln    | Ch | Start             | End             | Inventory Code                 | Break | Start/End Time    | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-------|----|-------------------|-----------------|--------------------------------|-------|-------------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1   | 32 | 10/28/16          | 10/28/16        | M-F 10p-1030p<br>M-F 10p-1030p | CM    | 10:00 PM-10:30 PM | ----1--           | :30 | 1     | \$125.00    | 04  | 0.00          | NM   | 1     | \$125.00 |
|       |    | <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                 |     |       | \$125.00    |     | 0.00          |      |       |          |
| E 2   | 32 | 10/28/16          | 10/28/16        | M-F 10a-11a<br>M-F 10a-11a     | CM    | 10:00 AM-11:00 AM | ----1--           | :30 | 1     | \$35.00     | 04  | 0.00          | NM   | 1     | \$35.00  |
|       |    | <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                 |     |       | \$35.00     |     | 0.00          |      |       |          |
| E 3   | 32 | 10/28/16          | 10/28/16        | M-F 630p-7p<br>M-F 630p-7p     | CM    | 6:30 PM-7:00 PM   | ----1--           | :30 | 1     | \$115.00    | 04  | 0.00          | NM   | 1     | \$115.00 |
|       |    | <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                 |     |       | \$115.00    |     | 0.00          |      |       |          |
| E 4   | 32 | 10/31/16          | 10/31/16        | M-F 10p-1030p<br>M-F 10p-1030p | CM    | 10:00 PM-10:30 PM | 1-----            | :30 | 1     | \$125.00    | 04  | 0.00          | NM   | 1     | \$125.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |    | 10/31/16          | 11/06/16        | 1-----                         |       |                   | 1                 |     |       | \$125.00    |     | 0.00          |      |       |          |
| E 5   | 32 | 10/31/16          | 10/31/16        | M-F 10a-11a<br>M-F 10a-11a     | CM    | 10:00 AM-11:00 AM | 1-----            | :30 | 1     | \$35.00     | 04  | 0.00          | NM   | 1     | \$35.00  |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |    | 10/31/16          | 11/06/16        | 1-----                         |       |                   | 1                 |     |       | \$35.00     |     | 0.00          |      |       |          |
| E 6   | 32 | 10/31/16          | 10/31/16        | M-F 6p-630p<br>M-F 6p-630p     | CM    | 6:00 PM-6:30 PM   | 1-----            | :30 | 1     | \$115.00    | 04  | 0.00          | NM   | 1     | \$115.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |

Order / Rev: 399536  
 Alt Order #: 08424041  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: Brown/D/Gov  
 Product Desc: K.BROWN-GOV 10/25  
 Estimate: 4397

KRCW-TV

| Ln    | Ch | Start             | End             | Inventory Code                                       | Break             | Start/End Time    | Days        | Len | Spots         | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-------|----|-------------------|-----------------|--|-------------------|-------------------|-------------|-----|---------------|----------|-----|------|------|-------|----------|
| E 6   | 32 | 10/31/16          | 10/31/16        | M-F 6p-630p<br>M-F 6p-630p                           | CM                | 6:00 PM-6:30 PM   | 1-----      | :30 | 1             | \$115.00 | 04  | 0.00 | NM   | 1     | \$115.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u> |                   | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |
| Week: |    | 10/31/16          | 11/06/16        | 1-----   | 1                 |                   | \$115.00    |     | 0.00          |          |     |      |      |       |          |
| E 7   | 32 | 10/29/16          | 10/29/16        | Sa 10p-1030p<br>Sa 10p-1030p                         | CM                | 10:00 PM-10:30 PM | -----1-     | :30 | 1             | \$125.00 | 04  | 0.00 | NM   | 1     | \$125.00 |
|       |    | <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                 |                   | \$125.00    |     | 0.00          |          |     |      |      |       |          |
| E 8   | 32 | 10/29/16          | 10/29/16        | Sa 6p-7p<br>Sa 6p-7p                                 | CM                | 6:00 PM-7:00 PM   | -----1-     | :30 | 1             | \$40.00  | 04  | 0.00 | NM   | 1     | \$40.00  |
|       |    | <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                 |                   | \$40.00     |     | 0.00          |          |     |      |      |       |          |
| E 9   | 32 | 10/29/16          | 10/29/16        | Sa Non-Net Prime Hour 1<br>Sa Non-Net Prime Hour 1   | CM                | 8:00 PM-9:00 PM   | -----1-     | :30 | 1             | \$80.00  | 04  | 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: |    | 10/24/16          | 10/30/16        | -----1-  | 1                 |                   | \$80.00     |     | 0.00          |          |     |      |      |       |          |
| E 10  | 32 | 10/29/16          | 10/29/16        | Sa Non-Net Prime Hour 2<br>Sa Non-Net Prime Hour 2   | CM                | 9:00 PM-10:00 PM  | -----1-     | :30 | 1             | \$80.00  | 04  | 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: |    | 10/24/16          | 10/30/16        | -----1-  | 1                 |                   | \$80.00     |     | 0.00          |          |     |      |      |       |          |
| E 11  | 32 | 10/30/16          | 10/30/16        | Su 10p-1030p<br>Su 10p-1030p                         | CM                | 10:00 PM-10:30 PM | -----1      | :30 | 1             | \$125.00 | 04  | 0.00 | NM   | 1     | \$125.00 |
|       |    | <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                 |                   | \$125.00    |     | 0.00          |          |     |      |      |       |          |
| E 12  | 32 | 10/30/16          | 10/30/16        | Su 1130p-12a<br>Su 1130p-12a                         | CM                | 11:30 PM-12:00 AM | -----1      | :30 | 1             | \$25.00  | 04  | 0.00 | NM   | 1     | \$25.00  |
|       |    | <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                 |                   | \$25.00     |     | 0.00          |          |     |      |      |       |          |
| E 13  | 32 | 10/30/16          | 10/30/16        | Su 2p-4p<br>Su 2p-4p<br>(3:00 PM-4:00 PM)            | CM                | 3:00 PM-4:00 PM   | -----1      | :30 | 1             | \$40.00  | 04  | 0.00 | NM   | 1     | \$40.00  |
|       |    | <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                 |                   | \$40.00     |     | 0.00          |          |     |      |      |       |          |
| E 14  | 32 | 10/30/16          | 10/30/16        | Su Non-Net Prime Hour 2A<br>Su Non-Net Prime Hour 2A | CM                | 9:00 PM-9:30 PM   | -----1      | :30 | 1             | \$125.00 | 04  | 0.00 | NM   | 1     | \$125.00 |
|       |    | <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                 |                   | \$125.00    |     | 0.00          |          |     |      |      |       |          |
| E 15  | 32 | 10/27/16          | 10/27/16        | M-F 10p-1030p<br>M-F 10p-1030p                       | CM                | 10:00 PM-10:30 PM | ---1---     | :30 | 1             | \$125.00 | 04  | 0.00 | NM   | 1     | \$125.00 |
|       |    | <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                 |                   | \$125.00    |     | 0.00          |          |     |      |      |       |          |
| E 16  | 32 | 10/27/16          | 10/27/16        | M-F 10a-11a<br>M-F 10a-11a                           | CM                | 10:00 AM-11:00 AM | ---1---     | :30 | 1             | \$35.00  | 04  | 0.00 | NM   | 1     | \$35.00  |
|       |    | <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                 |                   | \$35.00     |     | 0.00          |          |     |      |      |       |          |
| E 17  | 32 | 10/27/16          | 10/27/16        | M-F 730p-8p<br>M-F 730p-8p                           | CM                | 7:30 PM-8:00 PM   | ---1---     | :30 | 1             | \$225.00 | 04  | 0.00 | NM   | 1     | \$225.00 |
|       |    | <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                 |                   | \$225.00    |     | 0.00          |          |     |      |      |       |          |
| E 18  | 32 | 10/25/16          | 10/25/16        | M-F 10p-1030p<br>M-F 10p-1030p                       | CM                | 10:00 PM-10:30 PM | -1-----     | :30 | 1             | \$125.00 | 04  | 0.00 | NM   | 1     | \$125.00 |
|       |    | <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                 |                   | \$125.00    |     | 0.00          |          |     |      |      |       |          |
| E 19  | 32 | 10/25/16          | 10/25/16        | M-F 10a-11a<br>M-F 10a-11a                           | CM                | 10:00 AM-11:00 AM | -1-----     | :30 | 1             | \$35.00  | 04  | 0.00 | NM   | 1     | \$35.00  |
|       |    | <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                 |                   | \$35.00     |     | 0.00          |          |     |      |      |       |          |
| E 20  | 32 | 10/25/16          | 10/25/16        | M-F 7p-730p<br>M-F 7p-730p                           | CM                | 7:00 PM-7:30 PM   | -1-----     | :30 | 1             | \$200.00 | 04  | 0.00 | NM   | 1     | \$200.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u> |                   | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |

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 Alt Order #: 08424041  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: Brown/D/Gov  
 Product Desc: K.BROWN-GOV 10/25  
 Estimate: 4397

KRCW-TV

| Ln    | Ch | Start             | End             | Inventory Code                                   | Break             | Start/End Time    | Days          | Len | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount     |
|-------|----|-------------------|-----------------|--|-------------------|-------------------|---------------|-----|---------------|------------|-----|------|--------|-------|------------|
| E 20  | 32 | 10/25/16          | 10/25/16        | M-F 7p-730p<br>M-F 7p-730p                       | CM                | 7:00 PM-7:30 PM   | - 1 - - - - - | :30 | 1             | \$200.00   | 04  | 0.00 | NM     | 1     | \$200.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                   | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |        |       |            |
| Week: |    | 10/24/16          | 10/30/16        | - 1 - - - - -                                    | 1                 |                   | \$200.00      |     | 0.00          |            |     |      |        |       |            |
| E 21  | 32 | 10/25/16          | 10/25/16        | Tuesday Prime Hour 1<br>Tuesday Prime Hour 1     | CM                | 8:00 PM-9:00 PM   | - 1 - - - - - | :30 | 1             | \$1,000.00 | 03  | 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: |    | 10/24/16          | 10/30/16        | - 1 - - - - -                                    | 1                 |                   | \$1,000.00    |     | 0.00          |            |     |      |        |       |            |
| E 22  | 32 | 10/26/16          | 10/26/16        | M-F 10p-1030p<br>M-F 10p-1030p                   | CM                | 10:00 PM-10:30 PM | - - 1 - - - - | :30 | 1             | \$125.00   | 04  | 0.00 | NM     | 1     | \$125.00   |
|       |    | <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                 |                   | \$125.00      |     | 0.00          |            |     |      |        |       |            |
| E 23  | 32 | 10/26/16          | 10/26/16        | M-F 10a-11a<br>M-F 10a-11a                       | CM                | 10:00 AM-11:00 AM | - - 1 - - - - | :30 | 1             | \$35.00    | 04  | 0.00 | NM     | 1     | \$35.00    |
|       |    | <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                 |                   | \$35.00       |     | 0.00          |            |     |      |        |       |            |
| E 24  | 32 | 10/26/16          | 10/26/16        | M-F 6p-630p<br>M-F 6p-630p                       | CM                | 6:00 PM-6:30 PM   | - - 1 - - - - | :30 | 1             | \$115.00   | 04  | 0.00 | NM     | 1     | \$115.00   |
|       |    | <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                 |                   | \$115.00      |     | 0.00          |            |     |      |        |       |            |
| E 25  | 32 | 10/26/16          | 10/26/16        | Wednesday Prime Hour 1<br>Wednesday Prime Hour 1 | CM                | 8:00 PM-9:00 PM   | - - 1 - - - - | :30 | 1             | \$700.00   | 03  | 0.00 | NM     | 1     | \$700.00   |
|       |    | <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                 |                   | \$700.00      |     | 0.00          |            |     |      |        |       |            |
|       |    |                   |                 |  |                   |                   |               |     |               |            |     |      | Totals | 25    | \$3,910.00 |