

ORDER



KRCW-TV

Orders
Order / Rev: 397373
Alt Order #: 08417680
Product Desc: K.BROWN-GOV 10/17
Estimate: 4262
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/17/16 / 10/18/16
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: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	25	\$3,410.00	\$2,898.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	25	\$3,410.00	\$2,898.50	0.00
Totals	25	\$3,410.00	\$2,898.50	0.00

Account Executives

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

Order Share

Order Share	Share	Total
KRCW-TV	1%	\$3,410.00
Market	100%	\$341,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KATU	25%	\$85,250.00
KGW	25%	\$85,250.00
KNMT	0%	\$0.00
KOIN	25%	\$85,250.00
KOPB	0%	\$0.00
KPDx	0%	\$0.00
KPTV	24%	\$81,840.00
KPXG	0%	\$0.00
KTVR	0%	\$0.00
KUNP	0%	\$0.00
NATU	0%	\$0.00
NOPB	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	32	10/21/16	10/21/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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:		10/17/16	10/23/16	----1--			1		\$125.00		0.00				

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E 1	32	10/21/16	10/21/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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:		10/17/16	10/23/16	----1--	1		\$125.00		0.00						
E 2	32	10/21/16	10/21/16	M-F 10a-11a 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:		10/17/16	10/23/16	----1--	1		\$35.00		0.00						
E 3	32	10/21/16	10/21/16	M-F 630p-7p 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:		10/17/16	10/23/16	----1--	1		\$115.00		0.00						
E 4	32	10/24/16	10/24/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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 5	32	10/24/16	10/24/16	M-F 10a-11a 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 6	32	10/24/16	10/24/16	M-F 6p-630p 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 7	32	10/22/16	10/22/16	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:35 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:		10/17/16	10/23/16	-----1-	1		\$125.00		0.00						
E 8	32	10/22/16	10/22/16	Sa 6p-7p 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:		10/17/16	10/23/16	-----1-	1		\$40.00		0.00						
E 9	32	10/22/16	10/22/16	Sa Non-Net Prime Hour 1 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:		10/17/16	10/23/16	-----1-	1		\$80.00		0.00						
E 10	32	10/22/16	10/22/16	Sa Non-Net Prime Hour 2 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:		10/17/16	10/23/16	-----1-	1		\$80.00		0.00						
E 11	32	10/23/16	10/23/16	Su 10p-1030p Su 10p-1030p	CM	10:00 PM-10:35 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:		10/17/16	10/23/16	-----1	1		\$125.00		0.00						
E 12	32	10/23/16	10/23/16	Su 1130p-12a 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:		10/17/16	10/23/16	-----1	1		\$25.00		0.00						
E 13	32	10/23/16	10/23/16	Su 2p-4p Su 2p-4p	CM	3:00 PM-4:00 PM (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:		10/17/16	10/23/16	-----1	1		\$40.00		0.00						
E 14	32	10/23/16	10/23/16	Su Non-Net Prime Hour 2A 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:		10/17/16	10/23/16	-----1	1		\$125.00		0.00						
E 15	32	10/20/16	10/20/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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>						

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E 15	32	10/20/16	10/20/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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:	10/17/16	10/23/16	--- 1---		1		\$125.00		0.00					
E 16	32	10/20/16	10/20/16	M-F 10a-11a 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:	10/17/16	10/23/16	--- 1---		1		\$35.00		0.00					
E 17	32	10/20/16	10/20/16	M-F 730p-8p 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:	10/17/16	10/23/16	--- 1---		1		\$225.00		0.00					
E 18	32	10/18/16	10/18/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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:	10/17/16	10/23/16	- 1-----		1		\$125.00		0.00					
E 19	32	10/18/16	10/18/16	M-F 10a-11a 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:	10/17/16	10/23/16	- 1-----		1		\$35.00		0.00					
E 20	32	10/18/16	10/21/16	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	- 1-TF--	:30	2	\$200.00	04	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:	10/17/16	10/23/16	- 1-TF--		2		\$200.00		0.00					
E 21	32	10/18/16	10/18/16	Tuesday Prime Hour 1 Tuesday Prime Hour 1	CM	8:00 PM-9:00 PM	- 1-----	:30	1	\$1,000.00	04	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:	10/17/16	10/23/16	- 1-----		1		\$1,000.00		0.00					
E 22	32	10/19/16	10/19/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:35 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:	10/17/16	10/23/16	-- 1----		1		\$125.00		0.00					
E 23	32	10/19/16	10/19/16	M-F 10a-11a 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:	10/17/16	10/23/16	-- 1----		1		\$35.00		0.00					
E 24	32	10/19/16	10/19/16	M-F 6p-630p 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:	10/17/16	10/23/16	-- 1----		1		\$115.00		0.00					
Totals													25	\$3,410.00	