

ORDER



WDAF-TV

Orders

Order / Rev: 395016
 Alt Order #: 08412770
 Product Desc: COMM 4 ACCTBL GOV
 Estimate: 1854
 Flight Dates: 11/02/16 - 11/08/16
 Original Date / Rev: 10/10/16 / 10/10/16
 Order Type: GENERAL

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

Agency

Name: Strategic Media Services, Inc.
 Buying Contact:
 Billing Contact:
 1911 North Ft Myer Dr
 Arlington, VA 22209

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

Advertiser

Name: Committee For Accountable Governm
 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
10/31/16	11/08/16	38	\$33,100.00	\$28,135.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	38	\$33,100.00	\$28,135.00	0.00
Totals	38	\$33,100.00	\$28,135.00	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

Order Share	Share	Total
WDAF-TV	24%	\$33,100.00
Market	100%	\$137,916.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	28%	\$38,616.67
KCWE	0%	\$0.00
KMBC	31%	\$42,754.17
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	17%	\$23,445.83
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	11/04/16	11/04/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	----1--	:30	1	\$400.00	003	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:		10/31/16	11/06/16	----1--			1			\$400.00		0.00			
E 2	4	11/04/16	11/04/16		CM	5:00 PM-5:30 PM	----1--	:30	1	\$1,000.00	003	0.00	NM	1	\$1,000.00

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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 5p-6p 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:		10/31/16	11/06/16	----1--					1	\$1,000.00		0.00			
E 3	4	11/04/16	11/04/16	M-F 5p-6p M-F 5p-6p (5:30 PM-6:00 PM)	CM	5:30 PM-6:00 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:		10/31/16	11/06/16	----1--					1	\$1,000.00		0.00			
E 4	4	11/04/16	11/04/16	M-F 7a-9a M-F 7a-9a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	----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:		10/31/16	11/06/16	----1--					1	\$1,000.00		0.00			
E 5	4	11/04/16	11/04/16	M-F 9p-10p M-F 9p-10p (9:30 PM-10:00 PM)	CM	9:30 PM-10:00 PM	----1--	:30	1	\$1,500.00	02	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:		10/31/16	11/06/16	----1--					1	\$1,500.00		0.00			
E 6	4	11/07/16	11/07/16	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:		11/07/16	11/13/16	1-----					1	\$400.00		0.00			
E 7	4	11/07/16	11/07/16	M-F 12p-1p M-F 12p-1p (12:30 PM-1:00 PM)	CM	12:30 PM-1:00 PM	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:		11/07/16	11/13/16	1-----					1	\$400.00		0.00			
E 8	4	11/07/16	11/07/16	M-F 12p-1p M-F 12p-1p (12:00 PM-12:30 PM)	CM	12:00 PM-12:30 PM	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:		11/07/16	11/13/16	1-----					1	\$400.00		0.00			
E 9	4	11/07/16	11/07/16	M-F 5p-6p M-F 5p-6p (5:00 PM-5:30 PM)	CM	5:00 PM-5:30 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:		11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
E 10	4	11/07/16	11/07/16	M-F 5p-6p M-F 5p-6p (5:30 PM-6:00 PM)	CM	5:30 PM-6:00 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:		11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
E 11	4	11/07/16	11/07/16	M-F 7a-9a M-F 7a-9a (7:00 AM-7:30 AM)	CM	7:00 AM-7:30 AM	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:		11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
E 12	4	11/07/16	11/07/16	M-F 7a-9a M-F 7a-9a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	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:		11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
E 13	4	11/07/16	11/07/16	M-F 7a-9a M-F 7a-9a (8:00 AM-8:30 AM)	CM	8:00 AM-8:30 AM	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:		11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
E 14	4	11/07/16	11/07/16	M-F 9p-10p M-F 9p-10p (9:30 PM-10:00 PM)	CM	9:30 PM-10:00 PM	1-----	:30	1	\$1,500.00	02	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:		11/07/16	11/13/16	1-----					1	\$1,500.00		0.00			
E 15	4	11/05/16	11/05/16	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$900.00	02	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-					1	\$900.00		0.00			
E 16	4	11/06/16	11/06/16	Su 5p-6p Su 5p-6p (5:00 PM-5:30 PM)	CM	5:00 PM-5:30 PM	-----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:		11/06/16	11/06/16	-----1					1	\$600.00		0.00			

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E 16	4	11/06/16	11/06/16	Su 5p-6p Su 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----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:		10/31/16	11/06/16	-----1	1		\$600.00		0.00						
E 17	4	11/06/16	11/06/16	Su 7a-9a Su 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----1	:30	1	\$750.00	03	0.00	NM	1	\$750.00
		<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		\$750.00		0.00						
E 18	4	11/06/16	11/06/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$750.00	03	0.00	NM	1	\$750.00
		<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		\$750.00		0.00						
E 19	4	11/03/16	11/03/16	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:		10/31/16	11/06/16	---1---	1		\$400.00		0.00						
E 20	4	11/03/16	11/03/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	---1---	:30	1	\$1,000.00	02	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:		10/31/16	11/06/16	---1---	1		\$1,000.00		0.00						
E 21	4	11/03/16	11/03/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	---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:		10/31/16	11/06/16	---1---	1		\$400.00		0.00						
E 22	4	11/03/16	11/03/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	---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:		10/31/16	11/06/16	---1---	1		\$400.00		0.00						
E 23	4	11/03/16	11/03/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	---1---	:30	1	\$1,000.00	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:		10/31/16	11/06/16	---1---	1		\$1,000.00		0.00						
E 24	4	11/03/16	11/03/16	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM ---	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:		10/31/16	11/06/16	---1---	1		\$800.00		0.00						
E 25	4	11/03/16	11/03/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 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:		10/31/16	11/06/16	---1---	1		\$1,000.00		0.00						
E 26	4	11/03/16	11/03/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	---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:		10/31/16	11/06/16	---1---	1		\$1,000.00		0.00						
E 27	4	11/03/16	11/03/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	---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:		10/31/16	11/06/16	---1---	1		\$1,000.00		0.00						
E 28	4	11/03/16	11/03/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	---1---	:30	1	\$1,500.00	02	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:		10/31/16	11/06/16	---1---	1		\$1,500.00		0.00						
E 29	4	11/08/16	11/08/16	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM -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:		11/07/16	11/13/16	-1-----	1		\$800.00		0.00						
E 30	4	11/08/16	11/08/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-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>						

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E 30	4	11/08/16	11/08/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-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:	11/07/16	11/13/16	-1-----		1				\$1,000.00		0.00			
E 31	4	11/02/16	11/02/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	A--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:	10/31/16	11/06/16	--1----		1				\$400.00		0.00			
E 32	4	11/02/16	11/02/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	--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:	10/31/16	11/06/16	--1----		1				\$400.00		0.00			
E 33	4	11/02/16	11/02/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	--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:	10/31/16	11/06/16	--1----		1				\$400.00		0.00			
E 34	4	11/02/16	11/02/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--1----	:30	1	\$1,000.00	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:	10/31/16	11/06/16	--1----		1				\$1,000.00		0.00			
E 35	4	11/02/16	11/02/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--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:	10/31/16	11/06/16	--1----		1				\$1,000.00		0.00			
E 36	4	11/02/16	11/02/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--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:	10/31/16	11/06/16	--1----		1				\$1,000.00		0.00			
E 37	4	11/02/16	11/02/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	--1----	:30	1	\$1,500.00	02	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:	10/31/16	11/06/16	--1----		1				\$1,500.00		0.00			
E 38	4	11/02/16	11/02/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	--1----	:30	1	\$1,500.00	02	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:	10/31/16	11/06/16	--1----		1				\$1,500.00		0.00			
													Totals	38	\$33,100.00