

## ORDER



**Orders**  
**Order / Rev:** 168681 - 7  
**Alt Order #:** 08359582  
**Product Desc:** MIKE CRAPO FOR SENAT  
**Estimate:** 140  
**Flight Dates:** 09/12/16 - 11/07/16  
**Original Date / Rev:** 10/25/16 / 10/25/16  
**Order Type:** GENERAL

**KXLY**

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency**  
**Name:** Sandler & Innocenzi  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince Street  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Crapo for Senate ID (R)  
**Demographic:** HH  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**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
08/29/16	09/25/16	60	\$7,070.00	\$6,009.50
09/26/16	10/30/16	138	\$16,955.00	\$14,411.75
10/31/16	11/07/16	38	\$4,870.00	\$4,139.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	60	\$7,070.00	\$6,009.50	0.00
October 2016	138	\$16,955.00	\$14,411.75	0.00
November 2016	38	\$4,870.00	\$4,139.50	0.00
<b>Totals</b>	<b>236</b>	<b>\$28,895.00</b>	<b>\$24,560.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXLY	17%	\$28,895.00
Market	100%	\$169,970.59

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$6,798.82
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	32%	\$54,390.59
KREM	47%	\$79,886.18
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	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
N 2	KXLY	09/19/16	11/04/16	Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	4	\$20.00	P-3	0.00	NM	13	\$260.00
				Jimmy Kimmel											
		<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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Advertiser: Crapo for Senate ID (R)  
 Product Desc: MIKE CRAPO FOR SENAT  
 Estimate: 140  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KXLY	09/19/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	4	\$20.00	P-3	0.00	NM	13	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		3			\$20.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3			\$20.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$20.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		1			\$20.00			0.00			
		Week: 10/24/16	10/30/16	-----		0			\$20.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$20.00			0.00			
11	KXLY	09/19/16	11/04/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	4	\$70.00	P-3	0.00	NM	12	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		2			\$70.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		2			\$70.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		2			\$70.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		2			\$70.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2			\$70.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2			\$70.00			0.00			
12	KXLY	09/24/16	11/05/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$50.00	P-3	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----1-		1			\$50.00			0.00			
		Week: 09/26/16	10/02/16	-----1-		1			\$50.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	-----1-		1			\$50.00			0.00			
		Week: 10/17/16	10/23/16	-----1-		1			\$50.00			0.00			
		Week: 10/24/16	10/30/16	-----1-		1			\$50.00			0.00			
		Week: 10/31/16	11/06/16	-----1-		1			\$50.00			0.00			
14	KXLY	09/13/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	MTWTF--	:30	4	\$125.00	P-2	0.00	NM	24	\$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: 09/12/16	09/18/16	-TWTF--		3			\$125.00			0.00			
		Week: 09/19/16	09/25/16	MTWTF--		3			\$125.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3			\$125.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3			\$125.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$125.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$125.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$125.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$125.00			0.00			
15	KXLY	09/13/16	10/07/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	4	\$20.00	P-3	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		3			\$20.00			0.00			
		Week: 09/19/16	09/25/16	-----		0			\$20.00			0.00			
		Week: 09/26/16	10/02/16	-----		0			\$20.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3			\$20.00			0.00			
16	KXLY	09/13/16	11/07/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	4	\$175.00	P-2	0.00	NM	25	\$4,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		3			\$175.00			0.00			
		Week: 09/19/16	09/25/16	MTWTF--		3			\$175.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3			\$175.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3			\$175.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$175.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$175.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$175.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$175.00			0.00			
		Week: 11/07/16	11/13/16	M-----		1			\$175.00			0.00			
17	KXLY	09/13/16	11/04/16	530-6a GMNW GMNW	CM	530-6am	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	16	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		2			\$40.00			0.00			

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 Estimate: 140  
 KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KXLY	09/13/16	11/04/16	530-6a GMNW GMNW	CM	530-6am	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	16	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		2				\$40.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		2				\$40.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		2				\$40.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		2				\$40.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$40.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$40.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2				\$40.00		0.00			
18	KXLY	09/13/16	11/07/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	18	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		2				\$150.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--		2				\$150.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		2				\$150.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		2				\$150.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		2				\$150.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$150.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$150.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2				\$150.00		0.00			
		Week: 11/07/16	11/13/16	M-----		2				\$150.00		0.00			
19	KXLY	09/13/16	11/07/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	3	\$175.00	P-2	0.00	NM	25	\$4,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		3				\$175.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--		3				\$175.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3				\$175.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$175.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$175.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$175.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$175.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3				\$175.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$175.00		0.00			
20	KXLY	09/13/16	11/07/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	2	\$165.00	P-2	0.00	NM	18	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		2				\$165.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--		2				\$165.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		2				\$165.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		2				\$165.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		2				\$165.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$165.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$165.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2				\$165.00		0.00			
		Week: 11/07/16	11/13/16	M-----		2				\$165.00		0.00			
21	KXLY	09/13/16	11/07/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	3	\$155.00	P-2	0.00	NM	25	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		3				\$155.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--		3				\$155.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3				\$155.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$155.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$155.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$155.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$155.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3				\$155.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$155.00		0.00			
23	KXLY	09/13/16	11/07/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	3	\$160.00	P-2	0.00	NM	26	\$4,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--		3				\$160.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--		3				\$160.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--		3				\$160.00		0.00			

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**KXLY**

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23	KXLY	09/13/16	11/07/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	3	\$160.00	P-2	0.00	NM	26	\$4,160.00
		<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	MTWTF--					3	\$160.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					3	\$160.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$160.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$160.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$160.00		0.00			
		Week: 11/07/16	11/13/16	M-----					2	\$160.00		0.00			
24	KXLY	09/13/16	09/23/16	730-8p M-F Insider	CM	730-8p	MTWTF--	:30	2	\$70.00	P-2	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--					2	\$70.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--					2	\$70.00		0.00			
25	KXLY	09/13/16	10/07/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	2	\$70.00	P-3	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-TWTF--					2	\$70.00		0.00			
		Week: 09/19/16	09/25/16	-----					0	\$70.00		0.00			
		Week: 09/26/16	10/02/16	-----					0	\$70.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--					2	\$70.00		0.00			
26	KXLY	09/17/16	10/08/16	Sa GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----S-					1	\$50.00		0.00			
		Week: 09/19/16	09/25/16	-----					0	\$50.00		0.00			
		Week: 09/26/16	10/02/16	-----					0	\$50.00		0.00			
		Week: 10/03/16	10/09/16	-----S-					1	\$50.00		0.00			
27	KXLY	09/18/16	11/06/16	This Week This Week	CM	758-9a	-----S	:30	1	\$65.00	P-3	0.00	NM	8	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----S					1	\$65.00		0.00			
		Week: 09/19/16	09/25/16	-----S					1	\$65.00		0.00			
		Week: 09/26/16	10/02/16	-----S					1	\$65.00		0.00			
		Week: 10/03/16	10/09/16	-----S					1	\$65.00		0.00			
		Week: 10/10/16	10/16/16	-----S					1	\$65.00		0.00			
		Week: 10/17/16	10/23/16	-----S					1	\$65.00		0.00			
		Week: 10/24/16	10/30/16	-----S					1	\$65.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$65.00		0.00			
28	KXLY	10/19/16	10/21/16	M-F 12-1p The Chew	CM	12-1p	--WTF--	:30	2	\$20.00	P-3	0.00	NM	2	\$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	--WTF--					2	\$20.00		0.00			
29	KXLY	10/31/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
		<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	MTWTF--					1	\$20.00		0.00			
N 30	KXLY	10/26/16	10/30/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	--WTF--	:30	1	\$40.00	P-2	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	--WTF--					1	\$40.00		0.00			
													Totals	236	\$28,895.00