

ORDER

WDAF-TV

Orders

Order / Rev: **382133**
 Alt Order #: **08385585**
 Product Desc: **VOTE VETS PAC**
 Estimate: **5457**
 Flight Dates: **09/21/16 - 09/27/16**
 Original Date / Rev: **09/20/16 / 09/20/16**
 Order Type: **GENERAL**

Primary AE: **Nick Wette**
 Sales Office: **NPHL**
 Sales Region: **National**

Agency

Name: **Waterfront Strategies**
 Buying Contact: _____
 Billing Contact: _____
 3050 K St NW
 Washington, DC 20007

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

Advertiser

Name: **Vote Vets PAC**
 Demographic: **A35+**
 Product Codes: **PL4.b**
 Priority: **03**
 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
08/29/16	09/25/16	38	\$38,045.00	\$32,338.25
09/26/16	09/27/16	31	\$15,700.00	\$13,345.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	38	\$38,045.00	\$32,338.25	0.00
October 2016	31	\$15,700.00	\$13,345.00	0.00
Totals	69	\$53,745.00	\$45,683.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Wette			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDAF-TV	36%	\$53,745.00
Market	100%	\$149,291.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	26%	\$38,815.83
KCWE	1%	\$1,492.92
KMBC	23%	\$34,337.08
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	13%	\$19,407.92
KSMO	1%	\$1,492.92
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	09/21/16	09/27/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	2	\$300.00	3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/21/16	09/27/16	MTWTF--	2		\$300.00		0.00						

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E 1	4	09/21/16	09/27/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	2	\$300.00	003	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			2		\$300.00		0.00				
E 2	4	09/21/16	09/27/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	3	\$400.00	003	0.00	NM	3	\$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:		09/21/16	09/27/16	MTWTF--			3		\$400.00		0.00				
E 3	4	09/21/16	09/27/16	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	MTWTF--	:30	4	\$400.00	003	0.00	NM	4	\$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:		09/21/16	09/27/16	MTWTF--			4		\$400.00		0.00				
E 4	4	09/21/16	09/27/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 AM	MTWTF--	:30	4	\$300.00	003	0.00	NM	4	\$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:		09/21/16	09/27/16	MTWTF--			4		\$300.00		0.00				
E 5	4	09/21/16	09/27/16	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$300.00	003	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			3		\$300.00		0.00				
E 6	4	09/21/16	09/27/16	M-F 1230a-1a M-F 1230a-1a	CM	12:30 AM-1:00 AM	MTWTF--	:30	3	\$150.00	003	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			3		\$150.00		0.00				
E 7	4	09/21/16	09/27/16	M-F 12a-1230a M-F 12a-1230a	CM	12:00 AM-12:30 AM	MTWTF--	:30	4	\$200.00	004	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			4		\$200.00		0.00				
E 8	4	09/21/16	09/27/16	M-F 12p-1p M-F 12p-1p (12:00 PM-12:30 PM)	CM	12:00 PM-12:30 PM	MTWTF--	:30	3	\$400.00	003	0.00	NM	3	\$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:		09/21/16	09/27/16	MTWTF--			3		\$400.00		0.00				
E 9	4	09/21/16	09/27/16	M-F 2p-230p M-F 2p-230p	CM	2p-230p	MTWTF--	:30	3	\$300.00	003	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			3		\$300.00		0.00				
E 10	4	09/21/16	09/27/16	M-F 3p-330p M-F 3p-330p	CM	3p-330p	MTWTF--	:30	3	\$500.00	003	0.00	NM	3	\$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:		09/21/16	09/27/16	MTWTF--			3		\$500.00		0.00				
E 11	4	09/21/16	09/27/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	MTWTF--	:30	5	\$650.00	003	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			5		\$650.00		0.00				
E 12	4	09/21/16	09/27/16	M-F 5a-530a M-F 5a-530a	CM	5:00 AM-5:30 AM	MTWTF--	:30	1	\$500.00	003	0.00	NM	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:		09/21/16	09/27/16	MTWTF--			1		\$500.00		0.00				
E 13	4	09/21/16	09/27/16	M-F 5p-6p M-F 5p-6p (5:00 PM-5:30 PM)	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$800.00	003	0.00	NM	2	\$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:		09/21/16	09/27/16	MTWTF--			2		\$800.00		0.00				
E 14	4	09/21/16	09/27/16	M-F 5p-6p M-F 5p-6p (5:30 PM-6:00 PM)	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$800.00	003	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:		09/21/16	09/27/16	MTWTF--			1		\$800.00		0.00				
E 15	4	09/21/16	09/27/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$1,200.00	003	0.00	NM	2	\$2,400.00
		<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	4	09/21/16	09/27/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$1,200.00	03	0.00	NM	2	\$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:		09/21/16	09/27/16	MTWTF--			2		\$1,200.00		0.00				
E 16	4	09/21/16	09/27/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$800.00	03	0.00	NM	3	\$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:		09/21/16	09/27/16	MTWTF--			3		\$800.00		0.00				
E 17	4	09/21/16	09/27/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$800.00	03	0.00	NM	3	\$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:		09/21/16	09/27/16	MTWTF--			3		\$800.00		0.00				
E 18	4	09/21/16	09/27/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	2	\$500.00	03	0.00	NM	2	\$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:		09/21/16	09/27/16	MTWTF--			2		\$500.00		0.00				
E 19	4	09/21/16	09/27/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	MTWTF--	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			2		\$1,100.00		0.00				
E 20	4	09/21/16	09/27/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	2	\$500.00	03	0.00	NM	2	\$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:		09/21/16	09/27/16	MTWTF--			2		\$500.00		0.00				
E 21	4	09/21/16	09/27/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	MTWTF--	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/16	09/27/16	MTWTF--			2		\$1,100.00		0.00				
E 22	4	09/24/16	09/24/16	Sa 1130p-12a Sa 1130p-12a	CM	11:30 PM-12:00 AM	-----1-	:30	1	\$75.00	04	0.00	NM	1	\$75.00
		<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		\$75.00		0.00				
E 23	4	09/24/16	09/24/16	Sa 5p-6p Sa 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:		09/19/16	09/25/16	-----1-			1		\$600.00		0.00				
E 24	4	09/24/16	09/24/16	Sa 6a-8a Sa 6a-8a Eff 4/23	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----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:		09/19/16	09/25/16	-----1-			1		\$600.00		0.00				
E 25	4	09/25/16	09/25/16	Su 1030p-11p Su 1030p-11p	CM	10:30 PM-11:00 PM	-----1	:30	1	\$700.00	04	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:		09/19/16	09/25/16	-----1			1		\$700.00		0.00				
E 26	4	09/25/16	09/25/16	Su 11p-1130p Su 11p-1130p	CM	11:00 PM-11:30 PM	-----1	:30	1	\$300.00	03	0.00	NM	1	\$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		\$300.00		0.00				
E 27	4	09/25/16	09/25/16	Su 1230a-1a Su 1230a-1a	CM	12:30 AM-1:00 AM	-----1	:30	1	\$70.00	07	0.00	NM	1	\$70.00
		<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		\$70.00		0.00				
E 28	4	09/25/16	09/25/16	NFL Reg Ssn Early Gm NFL Reg Ssn Early Gm	CM	12:00 PM-3:30 PM	-----2	:30	2	\$6,000.00	03	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/19/16	09/25/16	-----2			2		\$6,000.00		0.00				
E 29	4	09/25/16	09/25/16	Su 7a-9a Su 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----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:		09/19/16	09/25/16	-----1			1		\$600.00		0.00				

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E 29	4	09/25/16	09/25/16	Su 7a-9a	CM	8:30 AM-9:00 AM	-----1	:30	1	\$600.00	03	0.00	NM	1	\$600.00
				Su 7a-9a		(8:30 AM-9:00 AM)									
		<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				\$600.00		0.00			
E 30	4	09/25/16	09/25/16	FOX News Sunday	CM	9:00 AM-9:30 AM	-----1	:30	1	\$600.00	03	0.00	NM	1	\$600.00
				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: 09/19/16	09/25/16	-----1		1				\$600.00		0.00			
E 31	4	09/22/16	09/22/16	Thursday Prime Hour 1	CM	7:00 PM-8:00 PM	---1---	:30	1	\$2,600.00	03	0.00	NM	1	\$2,600.00
				Thursday Prime Hour 1											
		<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				\$2,600.00		0.00			
E 32	4	09/21/16	09/21/16	Wednesday Prime Hour 2	CM	8:00 PM-9:00 PM	--1----	:30	1	\$5,500.00	03	0.00	NM	1	\$5,500.00
				Wednesday 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: 09/19/16	09/25/16	--1----		1				\$5,500.00		0.00			
													Totals	69	\$53,745.00