

ORDER



KSDK

Orders
Order / Rev: 1293086
Alt Order #: 08360551
Product Desc: MIKE BOST 4 CONGRESS
Estimate: 1099
Flight Dates: 09/06/16 - 09/12/16
Original Date / Rev: 08/31/16 / 08/31/16
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

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

Advertiser Name: Bost, Mike / R / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P03-PB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 99526
Agency External ID: 32048AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/12/16	26	\$21,675.00	\$18,423.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	26	\$21,675.00	\$18,423.75	0.00
Totals	26	\$21,675.00	\$18,423.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	31%	\$21,675.00
Market	100%	\$69,919.35

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	5%	\$3,495.97
KETC	0%	\$0.00
KMOV	41%	\$28,666.94
KNLC	0%	\$0.00
KPLR	2%	\$1,398.39
KTVI	21%	\$14,683.06
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	09/06/16	09/12/16	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	2	\$1,350.00	P03-F	0.00	NM	2	\$2,700.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--			2			\$1,350.00		0.00			
E 2	KSDK	09/06/16	09/12/16	Ellen 3-4p Ellen Degeneres	CM	3-4p	MTWTF--	:30	3	\$375.00	P03-F	0.00	NM	3	\$1,125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					3	\$375.00		0.00			
E 3	KSDK	09/06/16	09/12/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	3	\$1,000.00	P03-F	0.00	NM	3	\$3,000.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					3	\$1,000.00		0.00			
E 4	KSDK	09/06/16	09/12/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$1,125.00	P03-F	0.00	NM	5	\$5,625.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					5	\$1,125.00		0.00			
E 5	KSDK	09/06/16	09/12/16	Local News @ 6a M-F 6-7a	CM	6-7A	MTWTF--	:30	5	\$600.00	P03-F	0.00	NM	5	\$3,000.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					5	\$600.00		0.00			
E 6	KSDK	09/06/16	09/12/16	Wheel of Frtune 630-7p Wheel of Fortune	CM	630-7P	MTWTF--	:30	3	\$1,200.00	P03-F	0.00	NM	3	\$3,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					3	\$1,200.00		0.00			
E 7	KSDK	09/06/16	09/12/16	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$525.00	P03-F	0.00	NM	5	\$2,625.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--					5	\$525.00		0.00			
													Totals	26	\$21,675.00