

ORDER

Orders
Order / Rev: 10797
 Alt Order #:
Product Desc: McCaskill for Senate
Estimate: 4971
Flight Dates: 10/30/18 - 11/06/18
Original Date / Rev: 10/29/18 / 10/29/18
Order Type: GENERAL

WSIL-TV
Primary AE: David Cisco
Sales Office: L-POL
Sales Region: POL

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact: Caroline Bahng
 11150 Fairfax Blvd
 Fairfax, VA 22030

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

Advertiser Name: McCaskill for Senate
Demographic: HH
Product Codes: Candidates
Priority: P-02
Revenue Codes: AGY, POL, 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
10/29/18	11/06/18	14	\$14,470.00	\$12,299.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	14	\$14,470.00	\$12,299.50	0.00
Totals	14	\$14,470.00	\$12,299.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Cisco			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	3	10/31/18	11/05/18	Good Morning America	CM	7a-9a	1-111--	1:00	4	\$1,000.00	P-01	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	--111--		3				\$1,000.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$1,000.00		0.00			
2	3	11/03/18	11/03/18	Good Morning America	CM	7a-8a	-----1-	1:00	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----1-		1				\$350.00		0.00			
3	3	11/04/18	11/04/18	Good Morning American	CM	7a-8a	-----1	1:00	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----1		1				\$350.00		0.00			
4	3	11/02/18	11/02/18	M-F 1p-2p	CM	1p-2p	----1--	1:00	1	\$360.00	P-01	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--		1				\$360.00		0.00			
5	3	11/01/18	11/01/18	M-F 4p-5p	CM	4p-5p	---1---	1:00	1	\$280.00	P-02	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	---1---		1				\$280.00		0.00			
6	3	10/30/18	10/30/18	Tuesday Prime Hr 1	CM	7:00 PM-7:30 PM	-1-----	1:00	1	\$3,000.00	P-02	0.00	NM	1	\$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: 10/29/18	11/04/18	-1-----		1				\$3,000.00		0.00			

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Advertiser: McCaskill for Senate
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 Estimate: 4971

WSIL-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	3	10/31/18	10/31/18	Wednesday Prime Hr 1 Wednesday Prime Hr 1	CM	7:00 PM-7:30 PM (7:00 PM-7:30 PM)	--1----	1:00	1	\$1,900.00	P-02	0.00	NM	1	\$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: 10/29/18	11/04/18	--1----		1		\$1,900.00		0.00					
8	3	10/31/18	10/31/18	Wednesday Prime Hr 3 Wednesday Prime Hr 3	CM	9-10P	--1----	1:00	1	\$1,600.00	P-02	0.00	NM	1	\$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: 10/29/18	11/04/18	--1----		1		\$1,600.00		0.00					
9	3	11/04/18	11/04/18	Sunday Prime Hr 4 Sunday Prime Hr 4	CM	9-10P	-----1	1:00	1	\$1,600.00	P-02	0.00	NM	1	\$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: 10/29/18	11/04/18	-----1		1		\$1,600.00		0.00					
10	3	11/04/18	11/04/18	Su 11p-1a NCIS New Orleans	CM	11:00 PM-12:00 XM (11:00 PM-12:00 XM)	-----1	1:00	1	\$30.00	P-04	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	-----1		1		\$30.00		0.00					
11	3	11/06/18	11/06/18	Good Morning America Good Morning America	CM	7a-9a	-1-----	1:00	1	\$1,000.00	P-01	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: 11/05/18	11/11/18	-1-----		1		\$1,000.00		0.00					
													Totals	14	\$14,470.00