

# ORDER



**Orders**  
**Order / Rev:** 1542036  
**Alt Order #:** 26018852  
**Product Desc:** TV  
**Estimate:** 5446  
**Flight Dates:** 05/21/18 - 06/10/18  
**Original Date / Rev:** 05/23/18 / 05/23/18  
**Order Type:** REG

**KELO Sioux Falls**

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser**  
**Name:** POL/Marsy's Law for South Dakota  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN9370/IN11002/IN14195/TO29  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/27/18	5	\$4,525.00	\$3,846.25
05/28/18	06/05/18	32	\$37,125.00	\$31,556.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	5	\$4,525.00	\$3,846.25	0.00
June 2018	32	\$37,125.00	\$31,556.25	0.00
<b>Totals</b>	<b>37</b>	<b>\$41,650.00</b>	<b>\$35,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KELO Sioux Falls	65%	\$41,650.00
Market	100%	\$64,076.92

**Competitive Share**

Competitive Share	Share	Total
AWJB	0%	\$0.00
CABLE	0%	\$0.00
KABY	0%	\$0.00
KAUN	0%	\$0.00
KCPO	0%	\$0.00
KCSD	0%	\$0.00
KDLO	0%	\$0.00
KDLT	14%	\$8,970.77
KDLV	0%	\$0.00
KDSD	0%	\$0.00
KESD	0%	\$0.00
KPLO	0%	\$0.00
KPRY	0%	\$0.00
KSFY	21%	\$13,456.15
KSMN	0%	\$0.00
KTSD	0%	\$0.00
KTTM	0%	\$0.00

KTTW	0%	\$0.00
KUSD	0%	\$0.00
MCLO	0%	\$0.00
OELO	0%	\$0.00
UNKWN	0%	\$0.00
UTV	0%	\$0.00

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Advertiser: POL/Marsy's Law for South Dakota  
 Product Desc: TV  
 Estimate: 5446

KELO Sioux Falls

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	All	05/28/18	05/28/18	KELOland This Morning CM KELOland This Morning 6am	CM	M-F 6a-7a	M-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
KELOLAND This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	M-----						1	\$1,000.00		0.00			
N 7	All	05/30/18	05/30/18	KELOland This Morning CM KELOland This Morning 6am	CM	M-F 6a-7a	--W----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
KELOLAND This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	--W----						1	\$1,000.00		0.00			
N 8	All	05/31/18	05/31/18	KELOland This Morning CM KELOland This Morning 6am	CM	M-F 6a-7a	---T---	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
KELOLAND This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	---T---						1	\$1,000.00		0.00			
N 9	All	06/01/18	06/01/18	KELOland This Morning CM KELOland This Morning 6am	CM	M-F 6a-7a	----F--	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
KELOLAND This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	----F--						1	\$1,000.00		0.00			
N 11	All	06/05/18	06/05/18	KELOland This Morning CM KELOland This Morning 6am	CM	M-F 6a-7a	-T-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
KELOLAND This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	-T-----						1	\$1,000.00		0.00			
N 15	All	05/25/18	05/25/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	----F--	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/21/18		05/27/18	----F--						1	\$1,100.00		0.00			
N 16	All	05/28/18	05/28/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	M-----	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	M-----						1	\$1,100.00		0.00			
N 17	All	05/29/18	05/29/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	-T-----	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	-T-----						1	\$1,100.00		0.00			
N 19	All	05/31/18	05/31/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	---T---	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	---T---						1	\$1,100.00		0.00			
N 21	All	06/04/18	06/04/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	M-----	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	M-----						1	\$1,100.00		0.00			
N 22	All	06/05/18	06/05/18	CBS This Morning Hour CM CBS This Morning Hour 1	CM	M-F 7a-8a	-T-----	:30	1	\$1,100.00	P1	0.00	NM	1	\$1,100.00
CBS This Morning (7-8A)															
		<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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 06/04/18		06/04/18	06/10/18	-T-----		1			\$1,100.00	0.00					
N 26	All	05/25/18	05/25/18	Midday Midday	CM	M-F 12p-1230p	----F--	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/21/18		05/21/18	05/27/18	----F--		1			\$750.00	0.00					
N 28	All	05/29/18	05/29/18	Midday Midday	CM	M-F 12p-1230p	-T-----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	-T-----		1			\$750.00	0.00					
N 29	All	05/30/18	05/30/18	Midday Midday	CM	M-F 12p-1230p	--W----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	--W----		1			\$750.00	0.00					
N 30	All	05/31/18	05/31/18	Midday Midday	CM	M-F 12p-1230p	---T---	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	---T---		1			\$750.00	0.00					
N 31	All	06/01/18	06/01/18	Midday Midday	CM	M-F 12p-1230p	----F--	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	----F--		1			\$750.00	0.00					
N 32	All	06/04/18	06/04/18	Midday Midday	CM	M-F 12p-1230p	M-----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 06/04/18		06/04/18	06/10/18	M-----		1			\$750.00	0.00					
N 33	All	06/05/18	06/05/18	Midday Midday	CM	M-F 12p-1230p	-T-----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
Midday in KELOLAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 06/04/18		06/04/18	06/10/18	-T-----		1			\$750.00	0.00					
N 39	All	06/04/18	06/04/18	CBS Evening News CBS Evening News (M,W,F)	CM	M,W,F 530p-6p	M-----	:30	1	\$1,350.00	P1	0.00	NM	1	\$1,350.00
CBS Evening News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 06/04/18		06/04/18	06/10/18	M-----		1			\$1,350.00	0.00					
N 43	All	05/28/18	05/28/18	6pm News 6pm News	CM	M-F 6p-630p	M-----	:30	1	\$1,900.00	P1	0.00	NM	1	\$1,900.00
KELOLAND News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	M-----		1			\$1,900.00	0.00					
N 44	All	05/29/18	05/29/18	6pm News 6pm News	CM	M-F 6p-630p	-T-----	:30	1	\$1,900.00	P1	0.00	NM	1	\$1,900.00
KELOLAND News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	-T-----		1			\$1,900.00	0.00					
N 46	All	05/31/18	05/31/18	6pm News 6pm News	CM	M-F 6p-630p	---T---	:30	1	\$1,900.00	P1	0.00	NM	1	\$1,900.00
KELOLAND News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 05/28/18		05/28/18	06/03/18	---T---		1			\$1,900.00	0.00					
N 47	All	06/01/18	06/01/18	6pm News 6pm News	CM	M-F 6p-630p	----F--	:30	1	\$1,900.00	P1	0.00	NM	1	\$1,900.00
KELOLAND News at Six															
		<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: POL/Marsy's Law for South Dakota  
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KELO Sioux Falls

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	----F--		1			\$1,900.00	0.00					
N 49	All	05/26/18	05/26/18	Sat KELOland 6pm News	CM	Sa 6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		Sat KELOland 6pm News													
		KELOLAND Weekend News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/21/18	05/27/18	-----S-		1			\$500.00	0.00					
N 50	All	06/02/18	06/02/18	Sat KELOland 6pm News	CM	Sa 6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		Sat KELOland 6pm News													
		KELOLAND Weekend News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	-----S-		1			\$500.00	0.00					
N 51	All	05/27/18	05/27/18	Sun KELOland 530pm News	CM	Su 530p-6p	-----S	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
		Sun KELOland 530pm News													
		KELOLAND Weekend News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/21/18	05/27/18	-----S		1			\$675.00	0.00					
N 52	All	06/03/18	06/03/18	Sun KELOland 530pm News	CM	Su 530p-6p	-----S	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
		Sun KELOland 530pm News													
		KELOLAND Weekend News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	-----S		1			\$675.00	0.00					
N 57	All	05/28/18	05/28/18	LN M-F	CM	M-F 10p-1035p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		KELO 10p News M-F													
		KELOLAND News at Ten													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	M-----		1			\$2,500.00	0.00					
N 59	All	05/30/18	05/30/18	LN M-F	CM	M-F 10p-1035p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		KELO 10p News M-F													
		KELOLAND News at Ten													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	--W----		1			\$2,500.00	0.00					
N 62	All	06/04/18	06/04/18	LN M-F	CM	M-F 10p-1035p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		KELO 10p News M-F													
		KELOLAND News at Ten													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 06/04/18	06/10/18	M-----		1			\$2,500.00	0.00					
N 63	All	05/26/18	05/26/18	LN Sa	CM	Sa 10p-1030p	-----S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		Sat KELOland News @ 10p													
		KELOLAND News at Ten													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/21/18	05/27/18	-----S-		1			\$1,500.00	0.00					
N 66	All	06/03/18	06/03/18	LN Su	CM	Su 10p-1030p	-----S	:30	1	\$2,200.00	P1	0.00	NM	1	\$2,200.00
		Sun KELOland News @ 10p													
		KELOLAND News at Ten													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	-----S		1			\$2,200.00	0.00					
N 67	All	05/28/18	05/28/18	KLTM Early 530am	CM	M-F 530a-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		KELOland This Morning 530													
		KELOLAND This Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	M-----		1			\$500.00	0.00					
N 68	All	05/29/18	05/29/18	KLTM Early 530am	CM	M-F 530a-6a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		KELOland This Morning 530													
		KELOLAND This Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/28/18	06/03/18	-T-----		1			\$500.00	0.00					
N 70	All	05/31/18	05/31/18	KLTM Early 530am	CM	M-F 530a-6a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		KELOland This Morning 530													
		KELOLAND This Morning													
		<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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		Week: 05/28/18	06/03/18	---T---		1				\$500.00		0.00			
N 72	All	06/04/18	06/04/18	KLTM Early 530am KELOland This Morning 530	CM	M-F 530a-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				KELOLAND This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/18	06/10/18	M-----		1				\$500.00		0.00			
N 75	All	06/02/18	06/02/18	KELOland This Morning SM KELOland This Morning SAT	SM	Sa 6a-7a	-----S-	:30	1	\$300.00	P1	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: 05/28/18	06/03/18	-----S-		1				\$300.00		0.00			
													Totals	37	\$41,650.00