

ORDER



WDAF-TV

Orders

Order / Rev: 400039
 Alt Order #: 08423688
 Product Desc: NRA-PVF
 Estimate: 8273
 Flight Dates: 11/01/16 - 11/07/16
 Original Date / Rev: 10/24/16 / 11/01/16
 Order Type: GENERAL

Primary AE: Nick Welte
 Sales Office: NPHL
 Sales Region: National

Agency

Name: Red Eagle Media Group
 Buying Contact:
 Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser

Name: NRA - PVF
 Demographic: A35-64
 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
10/31/16	11/07/16	37	\$59,300.00	\$50,405.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	37	\$59,300.00	\$50,405.00	0.00
Totals	37	\$59,300.00	\$50,405.00	0.00

Account Executives

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

Order Share

Order Share	Share	Total
WDAF-TV	50%	\$59,300.00
Market	100%	\$118,600.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	17%	\$20,162.00
KCWE	2%	\$2,372.00
KMBC	23%	\$27,278.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	8%	\$9,488.00
KSMO	0%	\$0.00
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	11/04/16	11/04/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$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:		10/31/16	11/06/16	----1--			1			\$1,500.00		0.00			
E 2	4	11/04/16	11/04/16		CM	5:00 PM-5:30 PM	----1--	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-6p											
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<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	----1--			1		\$1,500.00	0.00					
E 3	4	11/04/16	11/04/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	----1--	:30	1	\$3,250.00	02	0.00	NM	1	\$3,250.00
				M-F 630p-7p											
		<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	----1--			1		\$3,250.00	0.00					
E 4	4	11/04/16	11/04/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	----1--	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
				M-F 7a-9a		(7:00 AM-7:30 AM)									
		<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	----1--			1		\$1,400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/31/16-11/06/16		M-F 7a-9a		7-9a	-----F----	:30		\$1,400.00		0.00	NM		
E 5	4	11/04/16	11/04/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	----1--	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
				M-F 7a-9a		(7:30 AM-8:00 AM)									
		<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	----1--			1		\$1,400.00	0.00					
E 6	4	11/04/16	11/04/16	M-F 7a-9a	CM	8:30 AM-9:00 AM	----1--	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
				M-F 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:		10/31/16	11/06/16	----1--			1		\$1,400.00	0.00					
E 7	4	11/04/16	11/04/16	M-F 9a-10a	CM	9:30 AM-10:00 AM	----1--	:30	1	\$700.00	03	0.00	NM	1	\$700.00
				M-F 9a-10a		(9:30 AM-10:00 AM)									
		<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	----1--			1		\$700.00	0.00					
E 8	4	11/07/16	11/07/16	M-F 1030p-11p	CM	10:30 PM-11:00 PM	1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 1030p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,500.00	0.00					
E 9	4	11/07/16	11/07/16	M-F 1130p-12a	CM	11:30 PM-12:00 AM	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
				M-F 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$400.00	0.00					
E 10	4	11/07/16	11/07/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,500.00	0.00					
E 11	4	11/07/16	11/07/16	M-F 530a-6a	CM	5:30 AM-6:00 AM	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
				M-F 530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,000.00	0.00					
E 12	4	11/07/16	11/07/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,500.00	0.00					
E 13	4	11/07/16	11/07/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	1-----	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,750.00	0.00					
E 14	4	11/07/16	11/07/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	1-----	:30	1	\$3,250.00	02	0.00	NM	1	\$3,250.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$3,250.00	0.00					
E 15	4	11/07/16	11/07/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	1-----	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
				M-F 7a-9a		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$1,400.00	0.00					
E 16	4	11/07/16	11/07/16		CM	9:30 AM-10:00 AM	1-----	:30	1	\$700.00	03	0.00	NM	1	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9a-10a											
				M-F 9a-10a		(9:30 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----					1	\$700.00		0.00			
E 17	4	11/07/16	11/07/16	M-F 9p-10p	CM	9:30 PM-10:00 PM	1-----	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
				M-F 9p-10p		(9:30 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----					1	\$1,750.00		0.00			
E 18	4	11/05/16	11/05/16	Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
				Sa 10p-1030p											
		<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	-----1-					1	\$1,200.00		0.00			
E 19	4	11/06/16	11/06/16	Su 1030p-11p	CM	10:30 PM-11:00 PM	-----1	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
				Su 1030p-11p											
		<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	-----1					1	\$1,000.00		0.00			
E 20	4	11/06/16	11/06/16	NFL Reg Ssn Pre Gm	CM	11:00 AM-12:00 PM	-----1	:30	1	\$2,000.00	02	0.00	NM	1	\$2,000.00
				NFL Reg Ssn Pre Gm											
		<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	-----1					1	\$2,000.00		0.00			
E 21	4	11/06/16	11/06/16	NFL Reg Ssn Late Gm	CM	3:00 PM-6:00 PM	-----1	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
				NFL Reg Ssn Late Gm											
		<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	-----1					1	\$6,000.00		0.00			
E 22	4	11/06/16	11/06/16	Su 5p-6p	CM	5:00 PM-5:30 PM	-----1	:30	1	\$800.00	02	0.00	NM	0	\$0.00
				Su 5p-6p		(5:00 PM-5:30 PM)									
		<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	-----1					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/31/16-11/06/16		Su 5p-6p	5:00 PM-5:30 PM		5:00 PM-5:30 P-----Su	:30		(\$800.00)		0.00	NM		
Credited															
E 23	4	11/06/16	11/06/16	FOX News Sunday	CM	9:00 AM-9:30 AM	-----1	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
				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:		10/31/16	11/06/16	-----1					1	\$1,000.00		0.00			
E 24	4	11/06/16	11/06/16	Su 9p-10p	CM	9:00 PM-9:30 PM	-----1	:30	1	\$2,000.00	02	0.00	NM	1	\$2,000.00
				Su 9p-10p		(9:00 PM-9:30 PM)									
		<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	-----1					1	\$2,000.00		0.00			
E 25	4	11/03/16	11/03/16	M-F 1130p-12a	CM	11:30 PM-12:00 AM	---1---	:30	1	\$400.00	02	0.00	NM	1	\$400.00
				M-F 1130p-12a											
		<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	---1---					1	\$400.00		0.00			
E 26	4	11/03/16	11/03/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	---1---	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<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	---1---					1	\$1,500.00		0.00			
E 27	4	11/03/16	11/03/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	---1---	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<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	---1---					1	\$1,500.00		0.00			
E 28	4	11/03/16	11/03/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	---1---	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
				M-F 6p-630p											
		<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	---1---					1	\$1,750.00		0.00			
E 29	4	11/03/16	11/03/16	M-F 9p-10p	CM	9:30 PM-10:00 PM	---1---	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
				M-F 9p-10p		(9:30 PM-10:00 PM)									
		<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	---1---					1	\$1,750.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	4	11/01/16	11/01/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$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:		10/31/16	11/06/16	-1-----	1		\$1,500.00		0.00						
E 31	4	11/01/16	11/01/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-1-----	:30	1	\$1,500.00	02	0.00	NM	1	\$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:		10/31/16	11/06/16	-1-----	1		\$1,500.00		0.00						
E 32	4	11/01/16	11/01/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-1-----	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
		<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	-1-----	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/31/16-11/06/16		M-F 7a-9a	7-9a		-T-----	:30	\$1,400.00		0.00	NM			
E 33	4	11/01/16	11/01/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	-1-----	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
		<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	-1-----	1		\$1,750.00		0.00						
E 34	4	11/02/16	11/02/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	PI--1----	:30	1	\$2,250.00	02	0.00	NM	1	\$2,250.00
		<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	--1----	1		\$2,250.00		0.00						
E 35	4	11/02/16	11/02/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--1----	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
		<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	--1----	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/31/16-11/06/16		M-F 7a-9a	7-9a		--W-----	:30	\$1,400.00		0.00	NM			
E 36	4	11/02/16	11/02/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--1----	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
		<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	--1----	1		\$1,400.00		0.00						
E 37	4	11/02/16	11/02/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	--1----	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
		<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	--1----	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/31/16-11/06/16		M-F 7a-9a	8:30 AM-9:00 AM		8:30 AM-9:00 A--W-----	:30	\$1,400.00		0.00	NM			
E 38	4	11/02/16	11/02/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	--1----	:30	1	\$700.00	03	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:		10/31/16	11/06/16	--1----	1		\$700.00		0.00						
													Totals	37	\$59,300.00