

ORDER

WDAF-TV

Orders

Order / Rev: 776959
 Alt Order #:
 Product Desc:
 Estimate: 10/16-10/17
 Flight Dates: 10/16/14 - 10/17/14
 Original Date / Rev: 10/14/14 / 10/14/14
 Order Type: GENERAL

Primary AE: Local WDAF House
 Sales Office: L-KC
 Sales Region: LOC

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: Davis, Paul/D/KS/Governor
 Demographic: A25-54
 Product Codes: PL1Eb - State Governor/Democrat
 Priority: 3
 Revenue Codes: SP-POL, CAN, POL

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
09/29/14	10/17/14	14	\$5,750.00	\$4,887.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	14	\$5,750.00	\$4,887.50	0.00
Totals	14	\$5,750.00	\$4,887.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local WDAF House			Start Of Order - End Of Order	100%
Greg Blessen			Start Of Order - End Of Order	0%

Order Share

	Share	Total
WDAF-TV	20%	\$5,750.00
Market	100%	\$28,750.00

Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCTV	40%	\$11,500.00
KCWE	0%	\$0.00
KMBC	30%	\$8,625.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	10%	\$2,875.00
KSMO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	10/16/14	10/17/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---TF--	:30	0	\$150.005		0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---TF--					2	\$150.00		0.00			
N 2	4	10/16/14	10/17/14	M-F 1-2p M-F 1-2p	CM-All	1-2p	---TF--	:30	0	\$125.005		0.00	NM	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:		10/13/14	10/19/14	---TF--					2	\$125.00		0.00			
N 3	4	10/16/14	10/17/14		CM-All	2-3p	---TF--	:30	0	\$125.005		0.00	NM	2	\$250.00

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WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 2-3p															
M-F 2-3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---TF--					2	\$125.00		0.00			
N 4	4	10/16/14	10/17/14	M-F 3-4p	CM-All	3-4p	---TF--	:30	0	\$150.00	5	0.00	NM	2	\$300.00
M-F 3-4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---TF--					2	\$150.00		0.00			
N 5	4	10/16/14	10/17/14	M-F 4-5p	CM-All	4-5p	---TF--	:30	0	\$375.00	3	0.00	NM	2	\$750.00
M-F 4-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---TF--					2	\$375.00		0.00			
N 6	4	10/16/14	10/17/14	M-F 630-7p	CM-All	630-7p	---TF--	:30	0	\$1,000.00	5	0.00	NM	2	\$2,000.00
M-F 630-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---TF--					2	\$1,000.00		0.00			
N 7	4	10/16/14	10/17/14	M-F 6-630p	CM-All	6-630p	-----	:30	0	\$750.00	3	0.00	NM	1	\$750.00
M-F 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----F--					1	\$750.00		0.00			
N 8	4	10/16/14	10/17/14	Thursday Prime A	CM-All	7p-8p	-----	:30	0	\$1,150.00	7	0.00	NM	1	\$1,150.00
FOX Prime Thursday 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$1,150.00		0.00			
													Totals	14	\$5,750.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WDAF-TV

Date: 10/14/2014

I, Screen Strategies Media,

being/on behalf of: Paul Davis,

a legally qualified candidate of the Democratic

political party for the office of: Governor

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$4,887.50

I represent that the payment for the above described broadcast time has been furnished by:

Paul Davis for Governor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

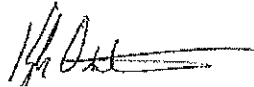
William A. Kassebaum

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/14/2014



Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**


Signature

Printed Name



Title