

ORDER



KSDK

Orders
Order / Rev: 1313721
Alt Order #: 08416114
Product Desc: PARSON 4 LT GOV
Estimate: 2139
Flight Dates: 10/26/16 - 11/01/16
Original Date / Rev: 10/13/16 / 11/01/16
Order Type: Political

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

Agency Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive
 Arlington, VA 22209

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

Advertiser Name: Mike Parson / Lt Governor / R
Demographic: A35+
Product Codes: PL-State Lt. Governor
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 106032
Agency External ID: 2928AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	9	\$9,500.00	\$8,075.00
10/31/16	11/01/16	8	\$17,025.00	\$14,471.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	9	\$9,500.00	\$8,075.00	0.00
November 2016	8	\$17,025.00	\$14,471.25	0.00
Totals	17	\$26,525.00	\$22,546.25	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	32%	\$26,525.00
Market	100%	\$82,890.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	3%	\$2,486.72
KETC	0%	\$0.00
KMOV	30%	\$24,867.19
KNLC	0%	\$0.00
KPLR	7%	\$5,802.34
KTVI	28%	\$23,209.38
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	10/28/16	10/28/16	Jeopardy 430-5p	CM	430-5p	----F--	:30	1	\$825.00	P04-C	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	----F--	1		\$825.00		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>		

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E 1	KSDK	10/28/16	10/28/16	Jeopardy 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$825.00	P04-C	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	----F--	1		\$825.00		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	KSDK	10/24/16-10/30/16		Jeopardy 430-5p	430-5p		-----F----	:30	(\$825.00)	0.00	NM				
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8															
[NA - RATE NEEDS TO BE \$1,000]															
E 2	KSDK	10/28/16	10/28/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$1,500.00	P04-C	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	----F--	1		\$1,500.00		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	KSDK	10/24/16-10/30/16		Local News @ 5p M-F	5-530P		-----F----	:30	(\$1,500.00)	0.00	NM				
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8															
[NA - RATE NEEDS TO BE 2,250]															
E 3	KSDK	10/28/16	10/28/16	Today Show Today Show	CM	7-9a	----F--	:30	1	\$600.00	P04-C	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	----F--	1		\$600.00		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	KSDK	10/24/16-10/30/16		Today Show	7-9a		-----F----	:30	(\$600.00)	0.00	NM				
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8															
[NA - RATE NEEDS TO BE \$750]															
E 4	KSDK	10/31/16	10/31/16	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$1,650.00	P04-C	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	M-----	1		\$1,650.00		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	KSDK	10/31/16-11/06/16		LN (M-F)	10-1035p		M-----	:30	(\$1,650.00)	0.00	NM				
Credited															
[credit]															
E 5	KSDK	10/31/16	10/31/16	Jeopardy 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$1,125.00	P03-F	0.00	NM	4	\$9,750.00
JEOPARDY															
		<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	M-----	1		\$1,125.00		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	KSDK	10/31/16-11/06/16		Jeopardy 430-5p	430-5p		M-----	:30	(\$1,125.00)	0.00	NM				
See MG 5.2,5.3,5.4,5.5															
[1650 to clear]															
2	KSDK	10/31/16-10/31/16		Local News @ 4p M-F	4-430P		M-----	:30	\$1,350.00	0.00	NM				
Ⓜ MG for 21.1,7.1,9.1,6.1,22.1,5.1															
[na]															
3	KSDK	10/31/16-10/31/16		Jeopardy 430-5p	430-5p		M-----	:30	\$1,650.00	0.00	NM				
Ⓜ MG for 21.1,7.1,9.1,6.1,22.1,5.1															
[na]															
4	KSDK	10/31/16-10/31/16		Local News @ 5p M-F	5-530P		M-----	:30	\$3,375.00	0.00	NM				
Ⓜ MG for 21.1,7.1,9.1,6.1,22.1,5.1															
[na]															
5	KSDK	10/31/16-10/31/16		Local News @ 6p M-F	6-630P		M-----	:30	\$3,375.00	0.00	NM				
Ⓜ MG for 21.1,7.1,9.1,6.1,22.1,5.1															
[na]															
E 6	KSDK	10/31/16	10/31/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	M-----	1		\$2,250.00		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 20	KSDK	10/27/16	10/27/16	Today Show Today Show	CM	7-9a	---T---	:30	1	\$600.00	P04-C	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	---T---	1		\$600.00		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	KSDK	10/24/16-10/30/16		Today Show	7-9a		---Th----	:30	(\$600.00)	0.00	NM				
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8 [NA - RATE NEEDS TO BE \$750]															
E 21	KSDK	11/01/16	11/01/16	Jeopardy 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$1,125.00	P03-F	0.00	NM	0	\$0.00
JEOPARDY															
		<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	-T-----	1		\$1,125.00		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	KSDK	10/31/16-11/06/16		Jeopardy 430-5p	430-5p		-T-----	:30	(\$1,125.00)	0.00	NM				
See MG 5.2,5.3,5.4,5.5 [1650 to clear]															
E 22	KSDK	11/01/16	11/01/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-T-----	1		\$2,250.00		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	KSDK	10/31/16-11/06/16		Local News @ 5p M-F	5-530P		-T-----	:30	(\$2,250.00)	0.00	NM				
See MG 5.2,5.3,5.4,5.5 [3375 to clear]															
E 23	KSDK	11/01/16	11/01/16	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-T-----	1		\$750.00		0.00						
E 24	KSDK	10/26/16	10/26/16	Jeopardy 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$825.00	P04-C	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	--W----	1		\$825.00		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	KSDK	10/24/16-10/30/16		Jeopardy 430-5p	430-5p		--W----	:30	(\$825.00)	0.00	NM				
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8 [NA - RATE NEEDS TO BE \$1,000]															
E 25	KSDK	10/26/16	10/26/16	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,500.00	P04-C	0.00	NM	3	\$5,250.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	--W----	1		\$1,500.00		0.00						

