

# ORDER



**Orders**  
**Order / Rev:** 94534  
**Alt Order #:** 25253558  
**Product Desc:** 7/28-8/02/16 Flight  
**Estimate:**  
**Flight Dates:** 07/28/16 - 08/02/16  
**Original Date / Rev:** 07/26/16 / 07/27/16  
**Order Type:** GENERAL

**KNDO - KNDU**  
**Primary AE:** Lauren Fellner  
**Sales Office:** K-DC  
**Sales Region:** NAT

**Agency Name:** Strategic Media Service  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

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

**Advertiser Name:** Pol/Bill Bryant for Governor  
**Demographic:** A25-54  
**Product Codes:** PL Candidate  
**Priority:** P-4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/31/16	24	\$2,410.00	\$2,048.50
08/01/16	08/02/16	7	\$690.00	\$586.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	24	\$2,410.00	\$2,048.50	0.00
August 2016	7	\$690.00	\$586.50	0.00
<b>Totals</b>	<b>31</b>	<b>\$3,100.00</b>	<b>\$2,635.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lauren Fellner	K-DC	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KNDO - KNDU	41%	\$3,100.00
Market	100%	\$7,560.98

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPP	0%	\$0.00
KAPP+	11%	\$831.71
KCYU	0%	\$0.00
KCYU+	8%	\$604.88
KEPR	0%	\$0.00
KFFX	0%	\$0.00
KIMA	0%	\$0.00
KIMA+	40%	\$3,024.39
KLEW	0%	\$0.00
KNDO+	0%	\$0.00
KNDU	0%	\$0.00
KVEW	0%	\$0.00
KYVE	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
N 1	All	07/28/16	08/02/16	NORTHWEST TODAY 5AM	CM	5-6AM	---11--	:30	2	\$35.00	P-3	0.00	NM	3	\$105.00

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 Estimate: KNDO - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/28/16	08/02/16	NORTHWEST TODAY 5AM NORTHWEST TODAY 5AM	CM	5-6AM	---11--	:30	2	\$35.00	P-3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---11--		2				\$35.00		0.00			
		Week: 08/01/16	08/07/16	M-----		1				\$35.00		0.00			
N 2	All	07/28/16	08/02/16	NORTHWEST TODAY 6AM NORTHWEST TODAY 6AM	CM	6-7AM	---12--	:30	2	\$90.00	P-5	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---12--		3				\$90.00		0.00			
		Week: 08/01/16	08/07/16	M-----		1				\$90.00		0.00			
N 3	All	07/28/16	08/02/16	7AM M-F TODAY SHOW	CM	7-9AM	---11--	:30	2	\$90.00	P-5	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---11--		2				\$90.00		0.00			
		Week: 08/01/16	08/07/16	11-----		2				\$90.00		0.00			
N 4	All	07/28/16	08/02/16	9AM M-F TODAY SHOW II & III	CM	9-11AM	---21--	:30	4	\$20.00	P-5	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---21--		3				\$20.00		0.00			
		Week: 08/01/16	08/07/16	M-----		1				\$20.00		0.00			
N 5	All	07/28/16	07/31/16	4PM M-F (New) ELLEN	CM	4PM M-F	---11--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---11--		2				\$70.00		0.00			
N 6	All	07/28/16	07/31/16	LOCAL NEWS @ 5 M-F LOCAL NEWS @ 5PM	CM	5-5:30PM	---11--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	---11--		2				\$200.00		0.00			
N 7	All	07/28/16	07/31/16	LOCAL NEWS @ 6 M-F LOCAL NEWS @ 6 M-F	CM	6-6:30PM	----F--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	----F--		1				\$200.00		0.00			
N 8	All	07/28/16	08/02/16	630PM M-F Family Feud	CM	6:30-7PM	---T---	:30	1	\$150.00	P-4	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: 07/25/16	07/31/16	---T---		1				\$150.00		0.00			
		Week: 08/01/16	08/07/16	M-----		1				\$150.00		0.00			
N 9	All	07/28/16	07/31/16	7PM M-F WHEEL OF FORTUNE	CM	7-7:30PM	----F--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	----F--		1				\$200.00		0.00			
N 10	All	07/28/16	08/02/16	730PM M-F JEOPARDY	CM	7:30-8PM	----F--	:30	1	\$215.00	P-4	0.00	NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	----F--		1				\$215.00		0.00			
		Week: 08/01/16	08/07/16	M-----		1				\$215.00		0.00			
N 11	All	07/28/16	07/31/16	LOCAL NEWS :11@11: LOCAL NEWS :11@11: M-F	CM	11-11:35PM	----F--	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	----F--		1				\$110.00		0.00			
N 12	All	07/28/16	07/31/16	TONIGHT SHOW TONIGHT SHOW	CM	11:35PM-12:37AM	----F--	:30	2	\$75.00	P-5	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	----F--		2				\$75.00		0.00			
N 13	All	07/28/16	07/31/16	LOCAL NEWS @ 6 SAT LOCAL NEWS @ 6 SAT-SUN	CM	6-6:30PM	-----S-	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	-----S-		1				\$110.00		0.00			
N 14	All	07/28/16	07/31/16	LOCAL NEWS :11@11 LOCAL NEWS :11@11	CM	11-11:30pm	-----S-	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/16	07/31/16	-----S-		1				\$130.00		0.00			

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KNDO - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LOCAL NEWS :11@11: SA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/25/16	07/31/16	-----S-		1				\$130.00		0.00			
N 15	All	07/28/16	07/31/16	630PM SUNDAY	CM	630-7PM	-----S	:30	1	\$25.00	P-5	0.00	NM	1	\$25.00
				WEEKEND JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/25/16	07/31/16	-----S		1				\$25.00		0.00			
													Totals	31	\$3,100.00

## 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: <u>KWDA/KWDA</u> <u>Yakima, Richland, Kennewick/Pasco</u>	Date: <u>7-12-16</u>
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I, Michelle Irvin

being/on behalf of: Washingtonians for Bryant

a legally qualified candidate of the Republican

political party for the office of: Governor

in the Primary

election to be held on: August 2, 2016

do hereby request station time as follows:

Station	Class of Service	Start Date	End Date	Rate	Comments
			7/28/16 - 8/2/16	\$3,100.00	

Station not scheduled with program. SEE ORD

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

Washingtonians for Education

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:

John Malneson

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**

10/16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted In Part

Rejected

Elaine Keller  
Signature

Elaine Keller  
Printed Name

Natl Sales Assistant  
Title

### FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, 

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.


the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name



date