

ORDER



Orders
Order / Rev: 751172
Alt Order #: 08367526
Product Desc: END CITIZENS 3825
Estimate: 3825
Flight Dates: 09/14/16 - 09/20/16
Original Date / Rev: 09/12/16 / 09/13/16
Order Type: GENERAL

KSMO
Primary AE: Ben Stecker
Sales Office: T-WAS
Sales Region: National

Agency Name: Silversmith Strategies
Buying Contact:
Billing Contact:
 1322 G St., S.E. - Attn: End Citizens Unit
 Washington, DC 20003

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

Advertiser Name: End Citizens United
Demographic: A35+
Product Codes: Political-Issues
Priority: IMP
Revenue Codes: POL, PLI, FLT

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/20/16	31	\$2,820.00	\$2,397.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	31	\$2,820.00	\$2,397.00	0.00
Totals	31	\$2,820.00	\$2,397.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSMO	2%	\$2,820.00
Market	100%	\$141,000.00

Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCTV	23%	\$32,430.00
KCWE	2%	\$2,820.00
KMBC	30%	\$42,300.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	18%	\$25,380.00
WDAF	25%	\$35,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSMO	09/16/16	09/16/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	----1--	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	----1--		1		\$65.00		0.00					
E 2	KSMO	09/16/16	09/16/16	M-F 4-5p M-F 4-5p	CM	M-F 4-5p	----1--	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	----1--		1		\$65.00		0.00					
E 3	KSMO	09/16/16	09/16/16	M-F 5-6p M-F 5-6p	CM	M-F 5-6pm	----1--	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00

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KSMO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSMO	09/16/16	09/16/16	M-F 5-6p M-F 5-6p	CM	M-F 5-6pm	----1--	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	----1--		1		\$65.00		0.00					
E 4	KSMO	09/16/16	09/16/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	----1--	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	----1--		1		\$65.00		0.00					
E 5	KSMO	09/16/16	09/16/16	M-F News 630p-7p M-F News 630p-7p	CM	M-F News 630p-7p	----1--	:30	1	\$130.00	IMP	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: 09/12/16	09/18/16	----1--		1		\$130.00		0.00					
E 6	KSMO	09/19/16	09/19/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$65.00		0.00					
E 7	KSMO	09/19/16	09/19/16	M-F 4-5p M-F 4-5p	CM	M-F 4-5p	1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$65.00		0.00					
E 8	KSMO	09/19/16	09/19/16	M-F 5-6p M-F 5-6p	CM	M-F 5-6pm	1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$65.00		0.00					
E 9	KSMO	09/19/16	09/19/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$65.00		0.00					
E 10	KSMO	09/19/16	09/19/16	M-F News 630p-7p M-F News 630p-7p	CM	M-F News 630p-7p	1-----	:30	1	\$130.00	IMP	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: 09/19/16	09/25/16	1-----		1		\$130.00		0.00					
E 11	KSMO	09/19/16	09/19/16	KCTV M-F 9PM NEWS KSMO M-F 9P NEWS	CM	M-F 9P- 9:30P	1-----	:30	1	\$160.00	IMP	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$160.00		0.00					
E 12	KSMO	09/18/16	09/18/16	Sun 11a-6p Sports 4:00 PM-5:00 PM	CM	Sun 11a-6p Sports (4:00 PM-5:00 PM)	-----1	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	-----1		1		\$65.00		0.00					
E 13	KSMO	09/18/16	09/18/16	KCTV Su 9PM News Sunday LN	CM	KCTV Su 9PM News	-----1	:30	1	\$165.00	IMP	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	-----1		1		\$165.00		0.00					
E 14	KSMO	09/15/16	09/15/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	---1---	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$65.00		0.00					
E 15	KSMO	09/15/16	09/15/16	M-F 4-5p M-F 4-5p	CM	M-F 4-5p	---1---	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$65.00		0.00					
E 16	KSMO	09/15/16	09/15/16	M-F 5-6p M-F 5-6p	CM	M-F 5-6pm	---1---	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$65.00		0.00					
E 17	KSMO	09/15/16	09/15/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	---1---	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$65.00		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 17	KSMO	09/15/16	09/15/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	---1---	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$65.00		0.00					
E 18	KSMO	09/15/16	09/15/16	M-F News 630p-7p M-F News 630p-7p	CM	M-F News 630p-7p	---1---	:30	1	\$130.00	IMP	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: 09/12/16	09/18/16	---1---		1		\$130.00		0.00					
E 19	KSMO	09/15/16	09/15/16	KCTV M-F 9PM NEWS KSMO M-F 9P NEWS	CM	M-F 9P- 9:30P	---1---	:30	1	\$160.00	IMP	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$160.00		0.00					
E 20	KSMO	09/20/16	09/20/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	-1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	-1-----		1		\$65.00		0.00					
E 21	KSMO	09/20/16	09/20/16	M-F 4-5p M-F 4-5p	CM	M-F 4-5p	-1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	-1-----		1		\$65.00		0.00					
E 22	KSMO	09/20/16	09/20/16	M-F 5-6p M-F 5-6p	CM	M-F 5-6pm	-1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	-1-----		1		\$65.00		0.00					
E 23	KSMO	09/20/16	09/20/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	-1-----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	-1-----		1		\$65.00		0.00					
E 24	KSMO	09/20/16	09/20/16	M-F News 630p-7p M-F News 630p-7p	CM	M-F News 630p-7p	-1-----	:30	1	\$130.00	IMP	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: 09/19/16	09/25/16	-1-----		1		\$130.00		0.00					
E 25	KSMO	09/20/16	09/20/16	KCTV M-F 9PM NEWS KSMO M-F 9P NEWS	CM	M-F 9P- 9:30P	-1-----	:30	1	\$160.00	IMP	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	-1-----		1		\$160.00		0.00					
E 26	KSMO	09/14/16	09/14/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	--1----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$65.00		0.00					
E 27	KSMO	09/14/16	09/14/16	M-F 4-5p M-F 4-5p	CM	M-F 4-5p	--1----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$65.00		0.00					
E 28	KSMO	09/14/16	09/14/16	M-F 5-6p 12:00 AM-12:00 AM	CM	M-F 5-6pm	--1----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$65.00		0.00					
E 29	KSMO	09/14/16	09/14/16	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	--1----	:30	1	\$65.00	IMP	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$65.00		0.00					
E 30	KSMO	09/14/16	09/14/16	M-F News 630p-7p M-F News 630p-7p	CM	M-F News 630p-7p	--1----	:30	1	\$130.00	IMP	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: 09/12/16	09/18/16	--1----		1		\$130.00		0.00					
E 31	KSMO	09/14/16	09/14/16	KCTV M-F 9PM NEWS KSMO M-F 9P NEWS	CM	M-F 9P- 9:30P	--1----	:30	1	\$160.00	IMP	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$160.00		0.00					

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E 31	KSMO	09/14/16	09/14/16	KCTV M-F 9PM NEWS CM KSMO M-F 9P NEWS		M-F 9P- 9:30P	--1----	:30	1	\$160.00	IMP	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$160.00		0.00					
													Totals	31	\$2,820.00