

## ORDER



KSHB-TV

**Orders**  
**Order / Rev:** 197242  
**Alt Order #:**  
**Product Desc:** Schmitt for Missouri  
**Estimate:** :60 "Inspiration"  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 10/10/16 / 10/10/16  
**Order Type:** GENERAL

**Primary AE:** Erin Coppock  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Victory Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 5200 SW 30th St.  
 Davenport, IA 52802

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

**Advertiser**  
**Name:** Schmitt/Republican/State Treasurer  
**Demographic:** A25-54  
**Product Codes:** PL State Candidate  
**Priority:** P-2  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	33	\$23,850.00	\$20,272.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	33	\$23,850.00	\$20,272.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$23,850.00</b>	<b>\$20,272.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Coppock			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	10/11/16	10/14/16	M-F Today Show M-F Today Show	CM	7-9am	-11-1--	1:00	3	\$750.00	P-2	0.00	NM	3	\$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: 10/10/16	10/16/16	-11-1--		3			\$750.00		0.00				
N 2	KSHB	10/11/16	10/13/16	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	-111---	1:00	3	\$400.00	P-1	0.00	NM	3	\$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: 10/10/16	10/16/16	-111---		3			\$400.00		0.00				
N 3	KSHB	10/12/16	10/14/16	M-F 12-1pm M-F 12-1pm	CM	12-1pm	--111--	1:00	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	--111--		3			\$250.00		0.00				
N 4	KSHB	10/11/16	10/17/16	M-F 1-2pm M-F 1-2pm	CM	1-2pm	-1-11--	1:00	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	-1-11--		3			\$150.00		0.00				
		Week: 10/17/16	10/23/16	-----		0			\$150.00		0.00				
N 5	KSHB	10/11/16	10/17/16	M-F 330-4pm M-F 330-4pm	CM	330-4pm	--1-1--	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	--1-1--		2			\$800.00		0.00				
		Week: 10/17/16	10/23/16	-----		0			\$800.00		0.00				

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 Alt Order #:  
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: Schmitt/Republican/State Treasurer  
 Product Desc: Schmitt for Missouri  
 Estimate: :60 "Inspiration" KSHB-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KSHB	10/11/16	10/17/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	-111---	1:00	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-111---					3	\$1,100.00		0.00			
		Week: 10/17/16	10/23/16	-----					0	\$1,100.00		0.00			
N 7	KSHB	10/11/16	10/17/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	-1-1---	1:00	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-1-1---					2	\$1,500.00		0.00			
		Week: 10/17/16	10/23/16	-----					0	\$1,500.00		0.00			
N 8	KSHB	10/11/16	10/17/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	-11-1--	1:00	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-11-1--					3	\$950.00		0.00			
		Week: 10/17/16	10/23/16	-----					0	\$950.00		0.00			
N 9	KSHB	10/15/16	10/15/16	Sa 5-530pm News Sa 5-530pm News	CM	5-530pm	-----S-	1:00	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S-					1	\$550.00		0.00			
N 10	KSHB	10/16/16	10/16/16	Su 5-530pm News Su 5-530pm News	CM	5-530pm	-----S	1:00	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$550.00		0.00			
N 11	KSHB	10/16/16	10/16/16	NFL Pre-Game FNIA Su - NFL Pregame FNIA	CM	6-720pm	-----S	1:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$1,600.00		0.00			
N 13	KSHB	10/17/16	10/17/16	M-F Today Show M-F Today Show	CM	7-9am	M-----	1:00	1	\$750.00	P-2	0.00	NM	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: 10/17/16	10/23/16	M-----					1	\$750.00		0.00			
N 14	KSHB	10/17/16	10/17/16	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	M-----	1:00	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$250.00		0.00			
N 15	KSHB	10/17/16	10/17/16	M-F 12-1pm M-F 12-1pm	CM	12-1pm	M-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$250.00		0.00			
N 16	KSHB	10/17/16	10/17/16	M-F 1-2pm M-F 1-2pm	CM	1-2pm	M-----	1:00	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$150.00		0.00			
N 17	KSHB	10/17/16	10/17/16	M-F 330-4pm M-F 330-4pm	CM	330-4pm	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$800.00		0.00			
N 18	KSHB	10/17/16	10/17/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	M-----	1:00	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$1,100.00		0.00			
N 19	KSHB	10/17/16	10/17/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	M-----	1:00	1	\$1,500.00	P-1	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: 10/17/16	10/23/16	M-----					1	\$1,500.00		0.00			
N 20	KSHB	10/17/16	10/17/16	M-F 630-7pm News M-F 630-7pm News	CM	630-7pm	M-----	1:00	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-----					1	\$950.00		0.00			

