

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1320708  
**Alt Order #:** 08433521  
**Product Desc:** SMITH FOR SOS  
**Estimate:** 4606  
**Flight Dates:** 11/02/16 - 11/07/16  
**Original Date / Rev:** 11/01/16 / 11/03/16  
**Order Type:** Political

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

**Agency**  
**Name:** GPS Impact / POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser**  
**Name:** Robin Smith / MO Secretary of State /  
**Demographic:** A35+  
**Product Codes:** PL-State Other  
**Priority:** P02-FTB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 108217  
**Agency External ID:** 37809AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	31	\$48,250.00	\$41,012.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	31	\$48,250.00	\$41,012.50	0.00
<b>Totals</b>	<b>31</b>	<b>\$48,250.00</b>	<b>\$41,012.50</b>	<b>0.00</b>

## 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	44%	\$48,250.00
Market	100%	\$109,659.09

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	7%	\$7,676.14
KETC	0%	\$0.00
KMOV	23%	\$25,221.59
KNLC	0%	\$0.00
KPLR	5%	\$5,482.95
KTVI	21%	\$23,028.41
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	11/02/16	11/02/16	Local News @ 4a M-F 4-5A	CM	4-5A	--W----	:30	1	\$100.00	P02-F	0.00	NM	1	\$100.00
TODAY-LOUIS-4<															
		<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	--W----			1			\$100.00		0.00			
E 2	KSDK	11/03/16	11/03/16	Local News @ 4a M-F 4-5A	CM	4-5A	---T---	:30	1	\$100.00	P02-F	0.00	NM	1	\$100.00

Order / Rev: 1320708  
 Alt Order #: 08433521  
 Flight Dates: 11/02/16 - 11/07/16

Advertiser: Robin Smith / MO Secretary of State / D  
 Product Desc: SMITH FOR SOS  
 Estimate: 4606  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY-LOUIS-4<															
		<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	\$100.00		0.00			
E 3	KSDK	11/02/16	11/02/16	Local News @ 6a M-F 6-7a	CM	6-7A	--W----	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY-LOUIS-6<															
		<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	--W----					1	\$1,125.00		0.00			
E 4	KSDK	11/03/16	11/03/16	Local News @ 6a M-F 6-7a	CM	6-7A	---T---	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY-LOUIS-6<															
		<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			
E 5	KSDK	11/02/16	11/02/16	Today Show Today Show	CM	7-9a	--W----	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY SHW<															
		<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	--W----					1	\$1,125.00		0.00			
E 6	KSDK	11/03/16	11/03/16	Today Show Today Show	CM	7-9a	---T---	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY SHW<															
		<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			
E 7	KSDK	11/04/16	11/04/16	Today Show Today Show	CM	7-9a	----F--	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY SHW<															
		<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	----F--					1	\$1,125.00		0.00			
E 8	KSDK	11/03/16	11/03/16	Today Show 2 Today Show 2	CM	9-10a	---T---	:30	1	\$675.00	P02-F	0.00	NM	1	\$675.00
TODAY SHW2-NBC															
		<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	\$675.00		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		Today Show 2		9-10a	---Th----	:30		<del>(\$675.00)</del>		0.00	NM		
See MG 8.2															
[NA UPON ORDER]															
2	KSDK	11/04/16-11/04/16		Local News @ 12p M-F		Noon News	-----F----	:30		\$675.00		0.00	NM		
Ⓜ MG for 8.1 11/03															
[NA]															
E 9	KSDK	11/02/16	11/02/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	--W----	:30	1	\$350.00	P02-F	0.00	NM	1	\$350.00
SHOW ME ST LOUIS															
		<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	--W----					1	\$350.00		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		Show Me St Louis 10-11a		10-11A	--W-----	:30		<del>(\$350.00)</del>		0.00	NM		
See MG 9.2															
[NA UPON ORDER]															
2	KSDK	11/04/16-11/04/16		Show Me St Louis 10-11a		10-11A	-----F----	:30		\$350.00		0.00	NM		
Ⓜ MG for 9.1 11/02															
[NA]															
E 10	KSDK	11/04/16	11/04/16	Show Me St Louis 10-11a M-F 10-11a	CM	10-11A	----F--	:30	1	\$350.00	P02-F	0.00	NM	1	\$350.00
SHOW ME ST LOUIS															
		<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	----F--					1	\$350.00		0.00			
E 11	KSDK	11/03/16	11/03/16	Today Show 3 Today Show 3	CM	11a-12p	---T---	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1320708  
 Alt Order #: 08433521  
 Flight Dates: 11/02/16 - 11/07/16

Advertiser: Robin Smith / MO Secretary of State / D  
 Product Desc: SMITH FOR SOS  
 Estimate: 4606  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSDK	11/03/16	11/03/16	Today Show 3 Today Show 3	CM	11a-12p	---T---	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
TODAY SHW3-NBC<															
		<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		\$450.00		0.00						
E 12	KSDK	11/02/16	11/02/16	Local News @ 12p M-F CM News Channel 5 @ Noon		Noon News	--W----	:30	1	\$675.00	P02-F	0.00	NM	1	\$675.00
AVG. ALL WKS<															
		<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	--W----	1		\$675.00		0.00						
E 13	KSDK	11/04/16	11/04/16	Local News @ 12p M-F CM News Channel 5 @ Noon		Noon News	----F--	:30	1	\$675.00	P02-F	0.00	NM	1	\$675.00
AVG. ALL WKS<															
		<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	----F--	1		\$675.00		0.00						
E 14	KSDK	11/03/16	11/03/16	Ellen 3-4p Ellen Degeneres	CM	3-4p	---T---	:30	1	\$800.00	P02-F	0.00	NM	1	\$800.00
ELLEN<															
		<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		\$800.00		0.00						
E 15	KSDK	11/02/16	11/02/16	Local News @ 4p M-F CM News Channel 5 at 4P		4-430P	--W----	:30	1	\$3,000.00	P02-F	0.00	NM	2	\$4,125.00
NWS5 1ST@FOUR<															
		<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	--W----	1		\$3,000.00		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 @ 4p M-F		4-430P	--W-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
See MG 15.2,15.3															
[NA UPON ORDER]															
2	KSDK	11/04/16-11/04/16		LN (M-F)		10-1035p	-----F----	:30		\$3,750.00		0.00	NM		
Ⓜ MG for 29.1,15.1															
[n/a]															
3	KSDK	11/05/16-11/05/16		Local News @ 6a Sa		6-7A	-----Sa--	:30		\$375.00		0.00	NM		
Ⓜ MG for 29.1,15.1															
[n/a]															
E 16	KSDK	11/03/16	11/03/16	Jeopardy 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$3,600.00	P02-F	0.00	NM	1	\$3,600.00
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		\$3,600.00		0.00						
E 17	KSDK	11/02/16	11/02/16	Local News @ 5p M-F CM News Channel 5 at 5P		5-530P	--W----	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
NWS CH5-5P<															
		<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	--W----	1		\$5,000.00		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	--W-----	:30		<del>(\$5,000.00)</del>		0.00	NM		
See MG 17.2															
[MG IN 6P NEWS 11/2]															
2	KSDK	10/31/16-11/06/16		Local News @ 6p M-F		6-630P	MTWThF----	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 17.1 11/02															
[NA]															
E 18	KSDK	11/02/16	11/02/16	Local News @ 6p M-F CM News Channel 5 at 6P		6-630P	--W----	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
NWS CH5-6P<															
		<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	--W----	1		\$5,000.00		0.00						
E 19	KSDK	11/04/16	11/04/16	Local News @ 6p M-F CM News Channel 5 at 6P		6-630P	----F--	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
NWS CH5-6P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 1320708  
 Alt Order #: 08433521  
 Flight Dates: 11/02/16 - 11/07/16

Advertiser: Robin Smith / MO Secretary of State / D  
 Product Desc: SMITH FOR SOS  
 Estimate: 4606  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	KSDK	11/04/16	11/04/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
NWS CH5-6P<															
		<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	----F--			1			\$5,000.00		0.00			
E 20	KSDK	11/05/16	11/05/16	Local News @ 6a Sa Sat 6-7A	CM	6-7A	-----S-	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
NWCHNL 5-ST LS															
		<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	-----S-			1			\$375.00		0.00			
E 21	KSDK	11/05/16	11/05/16	Today Show Sa NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$800.00	P02-F	0.00	NM	1	\$800.00
SATURDAY TODAY/AVG. ALL WKS															
		<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	-----S-			1			\$800.00		0.00			
E 22	KSDK	11/06/16	11/06/16	Local News @ 6a Su Sun 6-7A	CM	6-7A	-----S	:30	1	\$300.00	P03-F	0.00	NM	1	\$300.00
NWCHNL 5-ST LS															
		<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	-----S			1			\$300.00		0.00			
E 23	KSDK	11/06/16	11/06/16	Local News @ 9a Su Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,000.00	P02-F	0.00	NM	1	\$1,000.00
NWCHNNL 5 AT 9															
		<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	-----S			1			\$1,000.00		0.00			
E 24	KSDK	11/05/16	11/05/16	Local News @ 5p Sa News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,650.00	P02-F	0.00	NM	1	\$1,650.00
AVG. ALL WKS															
		<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	-----S-			1			\$1,650.00		0.00			
E 25	KSDK	11/05/16	11/05/16	Local News @ 6p Sa News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,650.00	P02-F	0.00	NM	1	\$1,650.00
AVG. ALL WKS															
		<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	-----S-			1			\$1,650.00		0.00			
E 26	KSDK	11/07/16	11/07/16	Local News @ 6a M-F 6-7a	CM	6-7A	M-----	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY-LOUIS-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----			1			\$1,125.00		0.00			
E 27	KSDK	11/07/16	11/07/16	Today Show Today Show	CM	7-9a	M-----	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----			1			\$1,125.00		0.00			
E 28	KSDK	11/07/16	11/07/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	M-----	:30	1	\$675.00	P02-F	0.00	NM	1	\$675.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----			1			\$675.00		0.00			
E 29	KSDK	11/07/16	11/07/16	Days of Our Lives Days of Our Lives	CM	Days of Our Lives	M-----	:30	1	\$1,125.00	P02-F	0.00	NM	0	\$0.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	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	11/07/16-11/13/16		Days of Our Lives		Days of Our Lives	M-----	:30		<del>(\$1,125.00)</del>		0.00	NM		
See MG 15.2, 15.3 [NA/Oversold]															
E 30	KSDK	11/07/16	11/07/16	Local News @ 4p M-F News Channel 5 at 4P	CM	4-430P	M-----	:30	1	\$2,025.00	P03-F	0.00	NM	1	\$2,025.00

Order / Rev: 1320708  
 Alt Order #: 08433521  
 Flight Dates: 11/02/16 - 11/07/16

Advertiser: Robin Smith / MO Secretary of State / D  
 Product Desc: SMITH FOR SOS  
 Estimate: 4606

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NWS5 1ST@FOUR<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----		1			\$2,025.00			0.00			
E 31	KSDK	11/07/16	11/07/16	Local News @ 6p M-F	CM	6-630P	M-----	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
				News Channel 5 at 6P											
NWS CH5-6P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----		1			\$5,000.00			0.00			
													Totals	31	\$48,250.00