

## ORDER



**Orders**  
**Order / Rev:** 474007  
**Alt Order #:** WOC11831287  
**Product Desc:** Issue  
**Estimate:** 5741  
**Flight Dates:** 10/09/18 - 10/15/18  
**Original Date / Rev:** 10/09/18 / 10/09/18  
**Order Type:** GENERAL

**Primary AE:** Dan Driscoll  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Nebo Media  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 3775  
 Washington, DC 20007

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

**Advertiser**  
**Name:** Congressional Leadership Fund  
**Demographic:** A25-54  
**Product Codes:** PL Non-Ballot Issue  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-1

**New Business Thru:**  
**Advertiser External ID:** 208011  
**Agency External ID:** 115932  
**Unit Code:** General  
**Order Separation:** 00:20:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/15/18	40	\$27,200.00	\$23,120.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	40	\$27,200.00	\$23,120.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$27,200.00</b>	<b>\$23,120.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Driscoll			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	10/09/18	10/12/18	M-F 5-6am News M-F 5-6am News	CM	5-6am	--1-1--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
(Program: 41 ACTN NWS-5A)Target 102 Index: 121. Nielsen: 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	--1-1--					2	\$250.00		0.00			
N 2	KSHB	10/09/18	10/09/18	M-F 6-7am News M-F 6-7am News	CM	6-7am	-1-----	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
(Program: 41 ACTN NW TDY)Target 102 Index: 113. Nielsen: 1.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	-1-----					1	\$725.00		0.00			
N 3	KSHB	10/09/18	10/15/18	M-F Today Show M-F Today Show	CM	7-9am	1-1-1--	:30	3	\$725.00	P-2	0.00	NM	3	\$2,175.00
(Program: TODAY SHW)Target 102 Index: 111. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	1-1-1--					3	\$725.00		0.00			
N 4	KSHB	10/09/18	10/13/18	Sa 7-8am News Sa 7-8am News	CM	7-8am	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
(Program: 41 ACTN-TDY WK)Target 102 Index: 118. Nielsen: 1.10000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	-----1-					1	\$400.00		0.00			
N 5	KSHB	10/09/18	10/15/18	M-F 10-11am M-F 10-11am	CM	10-11am	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00

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Product Desc: Issue  
Estimate: 5741

KSHB-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: KC LIVE<)Target 102 Index: 114. Nielsen: 0.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	11111--					5	\$150.00		0.00			
N 6	KSHB	10/09/18	10/15/18	M-F 11am-12pm News	CM	11am-12pm	1-111--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
M-F 11am-12pm News															
(Program: 41 ACTN NW MDY)Target 102 Index: 117. Nielsen: 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	1-111--					4	\$300.00		0.00			
N 7	KSHB	10/09/18	10/15/18	M-F 330-4pm	CM	330-4pm	1--11--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
M-F 330-4pm															
(Program: JEOPARDY)Target 102 Index: 125. Nielsen: 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	1--11--					3	\$700.00		0.00			
N 8	KSHB	10/09/18	10/12/18	M-F 4-5pm News	CM	4-5pm	-1111--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
M-F 4-5pm News															
(Program: NOW KC)Target 102 Index: 126. Nielsen: 2.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	-1111--					4	\$500.00		0.00			
N 9	KSHB	10/09/18	10/15/18	M-F 5-530pm News	CM	5-530pm	11-11--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
M-F 5-530pm News															
(Program: 41 ACTN NEWS-5)Target 102 Index: 121. Nielsen: 4.9000000000000004															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	11-11--					4	\$750.00		0.00			
N 10	KSHB	10/09/18	10/15/18	M-F 6-630pm News	CM	6-630pm	1-11---	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
M-F 6-630pm News															
(Program: 41 ACTN NEWS-6)Target 102 Index: 116. Nielsen: 5.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	1-11---					3	\$950.00		0.00			
N 11	KSHB	10/09/18	10/09/18	Tuesday Prime C	CM	9-10pm	-1-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
Tuesday Prime C															
(Program: CHICAGO MED)Target 102 Index: 117. Nielsen: 10.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	-1-----					1	\$3,500.00		0.00			
N 12	KSHB	10/09/18	10/15/18	M-F 10-1035pm News	CM	10-1035pm	11-11--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
M-F 10-1035pm News															
(Program: 41 ACTION NEWS)Target 102 Index: 114. Nielsen: 7.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	11-11--					4	\$1,200.00		0.00			
N 13	KSHB	10/09/18	10/14/18	KC Chiefs Post Game	CM	KC Chiefs Post Ga	-----1	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
KC Chiefs Post Game															
(Program: 41 ACTION NEWS)Target 102 Index: 112. Nielsen: 11.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	-----1					1	\$1,000.00		0.00			
N 14	KSHB	10/09/18	10/15/18	M-F 1035-1135pm	CM	1035-1135pm	111-1--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
M-F 1035-1135pm															
(Program: TONIGHT SHOW)Target 102 Index: 121. Nielsen: 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	111-1--					4	\$550.00		0.00			
													Totals	40	\$27,200.00