

# ORDER



**Orders**  
**Order / Rev:** 2675387  
**Alt Order #:** 27071451  
**Product Desc:** TARGET VOTER  
**Estimate:** 0014  
**Flight Dates:** 09/21/20 - 11/08/20  
**Original Date / Rev:** 09/21/20 / 09/21/20  
**Order Type:** REG

**Primary AE:** Katz Chicago  
**Sales Office:** K-CHI  
**Sales Region:** Nat

**Agency Name:** KSM - Kelly Scott Madison Inc - Chica  
**Buying Contact:**  
**Billing Contact:**  
 303 East Wacker Drive  
 Chicago, IL 60601

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

**Advertiser Name:** POL/Right to Life  
**Demographic:** A35-64  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P5

**Order Brand:**  
**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:** IN299/IN2710/AU3231/TO180/MO211  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/27/20	13	\$650.00	\$552.50
09/28/20	10/25/20	52	\$3,250.00	\$2,762.50
10/26/20	11/29/20	17	\$1,700.00	\$1,445.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	13	\$650.00	\$552.50	0.00
October 2020	52	\$3,250.00	\$2,762.50	0.00
November 2020	17	\$1,700.00	\$1,445.00	0.00
<b>Totals</b>	<b>82</b>	<b>\$5,600.00</b>	<b>\$4,760.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Chicago			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Grand Rapids WXSP	4%	\$5,600.00
Market	100%	\$140,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	70%	\$98,000.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	21%	\$29,400.00
WOTV	5%	\$7,000.00
WTLJ	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WZPX	0%	\$0.00
WZZM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXSP	09/21/20	10/16/20		CM	3-4p	MTWTF--	:30	4	\$50.00	P5	0.00	NM	16	\$800.00

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Grand Rapids WXSP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Peoples Court											
COMMENTS APPLY TO SUB LINES A THRU A People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	MTWTF--					4	\$50.00		0.00			
Week:		09/28/20	10/04/20	MTWTF--					4	\$50.00		0.00			
Week:		10/05/20	10/11/20	MTWTF--					4	\$50.00		0.00			
Week:		10/12/20	10/18/20	MTWTF--					4	\$50.00		0.00			
N 2	WXSP	10/19/20	11/06/20	M-F 3-4p Peoples Court	CM	3-4p	MTWTF--	1:00	4	\$100.00	P5	0.00	NM	9	\$900.00
COMMENTS APPLY TO SUB LINES A THRU B People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	MTWTF--					4	\$100.00		0.00			
Week:		10/26/20	11/01/20	MTWTF--					4	\$100.00		0.00			
Week:		11/02/20	11/08/20	MTWTF--					1	\$100.00		0.00			
N 3	WXSP	09/21/20	10/16/20	M-F 5-530p Mike & Molly	CM	5-530p	MTWTF--	:30	3	\$25.00	P5	0.00	NM	12	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Mike & Molly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	MTWTF--					3	\$25.00		0.00			
Week:		09/28/20	10/04/20	MTWTF--					3	\$25.00		0.00			
Week:		10/05/20	10/11/20	MTWTF--					3	\$25.00		0.00			
Week:		10/12/20	10/18/20	MTWTF--					3	\$25.00		0.00			
N 4	WXSP	10/19/20	11/06/20	M-F 5-530p Mike & Molly	CM	5-530p	MTWTF--	1:00	3	\$50.00	P5	0.00	NM	7	\$350.00
COMMENTS APPLY TO SUB LINES A THRU B Mike & Molly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	MTWTF--					3	\$50.00		0.00			
Week:		10/26/20	11/01/20	MTWTF--					3	\$50.00		0.00			
Week:		11/02/20	11/08/20	MTWTF--					1	\$50.00		0.00			
N 5	WXSP	09/21/20	10/16/20	M-F 530-6p Mike & Molly	CM	530-6p	MTWTF--	:30	3	\$25.00	P5	0.00	NM	12	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Mike & Molly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	MTWTF--					3	\$25.00		0.00			
Week:		09/28/20	10/04/20	MTWTF--					3	\$25.00		0.00			
Week:		10/05/20	10/11/20	MTWTF--					3	\$25.00		0.00			
Week:		10/12/20	10/18/20	MTWTF--					3	\$25.00		0.00			
N 6	WXSP	10/19/20	11/06/20	M-F 530-6p Mike & Molly	CM	530-6p	MTWTF--	1:00	3	\$50.00	P5	0.00	NM	7	\$350.00
COMMENTS APPLY TO SUB LINES A THRU B Mike & Molly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	MTWTF--					3	\$50.00		0.00			
Week:		10/26/20	11/01/20	MTWTF--					3	\$50.00		0.00			
Week:		11/02/20	11/08/20	MTWTF--					1	\$50.00		0.00			
N 7	WXSP	09/21/20	10/16/20	M-F 630-7p Family Feud	CM	630-7p	MTWTF--	:30	3	\$100.00	P5	0.00	NM	12	\$1,200.00
COMMENTS APPLY TO SUB LINES A THRU A Family Feud															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	MTWTF--					3	\$100.00		0.00			
Week:		09/28/20	10/04/20	MTWTF--					3	\$100.00		0.00			
Week:		10/05/20	10/11/20	MTWTF--					3	\$100.00		0.00			
Week:		10/12/20	10/18/20	MTWTF--					3	\$100.00		0.00			
N 8	WXSP	10/19/20	11/06/20	M-F 630-7p Family Feud	CM	630-7p	MTWTF--	1:00	3	\$200.00	P5	0.00	NM	7	\$1,400.00
COMMENTS APPLY TO SUB LINES A THRU B Family Feud															

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--					3	\$200.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					3	\$200.00		0.00			
		Week: 11/02/20	11/08/20	MTWTF--					1	\$200.00		0.00			
													Totals	82	\$5,600.00