

ORDER



WDAF-TV

Orders
Order / Rev: 401601
Alt Order #: 08428291
Product Desc: HENSLEY FOR ATTY GEN
Estimate: 2384
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/26/16 / 11/07/16
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: NPHL
Sales Region: National

Agency
Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 15409 Whitechapel Court
 Centreville, VA 20120

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

Advertiser
Name: Hensley/D/Attorney General/MO
Demographic: A35+
Product Codes: PL2.a.i
Priority: 04
Revenue Codes: Agency, Political, Political-Non-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	97	\$70,175.00	\$59,648.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	97	\$70,175.00	\$59,648.75	0.00
Totals	97	\$70,175.00	\$59,648.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDAF-TV	28%	\$70,175.00
Market	100%	\$250,625.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	33%	\$82,706.25
KCWE	0%	\$0.00
KMBC	25%	\$62,656.25
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	14%	\$35,087.50
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	11/07/16	11/07/16	M-F 530a-6a	CM	5:30 AM-6:00 AM	1-----	:30	1	\$600.00	03	0.00	NM	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:		11/07/16	11/13/16	1-----	1		\$600.00		0.00						
E 2	4	11/02/16	11/02/16		CM	6:30 AM-7:00 AM	--1----	:30	1	\$900.00	03	0.00	NM	1	\$900.00

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 Estimate: 2384
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a M-F 6a-7a (6:30 AM-7:00 AM)															
		<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	--1----			1		\$900.00	0.00					
E 3	4	11/01/16	11/04/16	M-F 7a-9a M-F 7a-9a (7:00 AM-7:30 AM)	CM	7:00 AM-7:30 AM	-TWTF--	:30	4	\$700.00	03	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	-TWTF--			4		\$700.00	0.00					
E 4	4	11/07/16	11/08/16	M-F 7a-9a M-F 7a-9a (7:00 AM-7:30 AM)	CM	7:00 AM-7:30 AM	MT-----	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<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	MT-----			2		\$700.00	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	4	11/07/16-11/13/16		M-F 7a-9a		7-9a	MT-----	:30		\$700.00		0.00	NM		
E 5	4	11/01/16	11/04/16	M-F 7a-9a M-F 7a-9a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	-TWTF--	:30	4	\$700.00	03	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	-TWTF--			4		\$700.00	0.00					
E 6	4	11/07/16	11/08/16	M-F 7a-9a M-F 7a-9a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	MT-----	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<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	MT-----			2		\$700.00	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>		
2	4	11/07/16-11/13/16		M-F 7a-9a		7-9a	MT-----	:30		\$700.00		0.00	NM		
E 7	4	11/01/16	11/04/16	M-F 7a-9a M-F 7a-9a (8:00 AM-8:30 AM)	CM	8:00 AM-8:30 AM	-TWTF--	:30	4	\$700.00	03	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	-TWTF--			4		\$700.00	0.00					
E 8	4	11/06/16	11/06/16	Su 7a-9a Su 7a-9a (8:30 AM-9:00 AM)	CM	8:30 AM-9:00 AM	-----1	:30	1	\$550.00	03	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:		10/31/16	11/06/16	-----1			1		\$550.00	0.00					
E 9	4	11/04/16	11/04/16	M-F 9a-10a M-F 9a-10a (9:00 AM-9:30 AM)	CM	9:00 AM-9:30 AM	----1--	:30	1	\$500.00	03	0.00	NM	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:		10/31/16	11/06/16	----1--			1		\$500.00	0.00					
E 10	4	11/07/16	11/07/16	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<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	1-----			1		\$400.00	0.00					
E 11	4	11/01/16	11/03/16	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	PI-TWT---	:30	3	\$200.00	04	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	-TWT---			3		\$200.00	0.00					
E 12	4	11/08/16	11/08/16	M-F 7a-9a M-F 7a-9a (8:00 AM-8:30 AM)	CM	8:00 AM-8:30 AM	-1-----	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<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	-1-----			1		\$700.00	0.00					
E 13	4	11/08/16	11/08/16	M-F 9a-10a M-F 9a-10a (9:30 AM-10:00 AM)	CM	9:30 AM-10:00 AM	-1-----	:30	1	\$500.00	03	0.00	NM	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:		11/07/16	11/13/16	-1-----			1		\$500.00	0.00					
E 14	4	11/01/16	11/04/16	M-F 12p-1p M-F 12p-1p (12:00 PM-12:30 PM)	CM	12:00 PM-12:30 PM	PI-TTF--	:30	3	\$400.00	03	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:		10/31/16	11/06/16	-T-TF--			3		\$400.00	0.00					
E 15	4	11/07/16	11/07/16	M-F 12p-1p M-F 12p-1p (12:00 PM-12:30 PM)	CM	12:00 PM-12:30 PM	PI1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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E 15	4	11/07/16	11/07/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<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	1-----		1		\$400.00		0.00					
E 16	4	11/01/16	11/04/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-TWTF--	:30	4	\$400.00	03	0.00	NM	4	\$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: 10/31/16	11/06/16	-TWTF--		4		\$400.00		0.00					
E 17	4	11/02/16	11/04/16	M-F 2p-230p M-F 2p-230p	CM	2:00 PM-2:30 PM	--W-F--	:30	2	\$200.00	04	0.00	NM	2	\$400.00
		<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-F--		2		\$200.00		0.00					
E 18	4	11/01/16	11/01/16	M-F 230p-3p M-F 230p-3p	CM	2:30 PM-3:00 PM	-1-----	:30	1	\$200.00	04	0.00	NM	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: 10/31/16	11/06/16	-1-----		1		\$200.00		0.00					
E 19	4	11/01/16	11/04/16	M-F 3p-330p M-F 3p-330p	CM	3:00 PM-3:30 PM	-TWTF--	:30	4	\$400.00	03	0.00	NM	4	\$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: 10/31/16	11/06/16	-TWTF--		4		\$400.00		0.00					
E 20	4	11/07/16	11/07/16	M-F 3p-330p M-F 3p-330p	CM	3:00 PM-3:30 PM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<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	1-----		1		\$400.00		0.00					
E 21	4	11/01/16	11/04/16	M-F 330p-4p M-F 330p-4p	CM	3:30 PM-4:00 PM	-TWTF--	:30	4	\$400.00	03	0.00	NM	4	\$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: 10/31/16	11/06/16	-TWTF--		4		\$400.00		0.00					
E 22	4	11/07/16	11/07/16	M-F 330p-4p M-F 330p-4p	CM	3:30 PM-4:00 PM	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<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	1-----		1		\$400.00		0.00					
E 23	4	11/03/16	11/03/16	M-F 4p-430p M-F 4p-430p	CM	4:00 PM-4:30 PM	---1---	:30	1	\$600.00	03	0.00	NM	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: 10/31/16	11/06/16	---1---		1		\$600.00		0.00					
E 24	4	11/07/16	11/07/16	M-F 4p-430p M-F 4p-430p	CM	4:00 PM-4:30 PM	1-----	:30	1	\$600.00	03	0.00	NM	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: 11/07/16	11/13/16	1-----		1		\$600.00		0.00					
E 25	4	11/01/16	11/04/16	M-F 430p-5p M-F 430p-5p	CM	4:30 PM-5:00 PM	-TWTF--	:30	4	\$600.00	03	0.00	NM	4	\$2,400.00
		<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	-TWTF--		4		\$600.00		0.00					
E 26	4	11/07/16	11/07/16	M-F 430p-5p M-F 430p-5p	CM	4:30 PM-5:00 PM	1-----	:30	1	\$600.00	03	0.00	NM	0	\$0.00
		<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	1-----		1		\$600.00		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	4	11/07/16-11/13/16	M-F 430p-5p		4:30 PM-5:00 PM	M-----	:30		(\$600.00)		0.00	NM		
				Credited											
E 27	4	11/01/16	11/04/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-TWTF--	:30	4	\$800.00	03	0.00	NM	3	\$2,400.00
		<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	-TWTF--		4		\$800.00		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>		
	4	4	10/31/16-11/06/16	M-F 5p-6p		5:00 PM-5:30 PM	5:00 PM-5:30 P-TwThF----	:30		(\$800.00)		0.00	NM		
				Credited											
E 28	4	11/07/16	11/07/16		CM	5:00 PM-5:30 PM		:30	1	\$800.00	03	0.00	NM	1	\$800.00

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				M-F 5p-6p			1-----								
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<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	1-----			1		\$800.00	0.00					
E 29	4	11/01/16	11/04/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	-TWTF--	:30	4	\$800.00	03	0.00	NM	4	\$3,200.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<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	-TWTF--			4		\$800.00	0.00					
E 30	4	11/07/16	11/07/16	M-F 5p-6p	CM	5:30 PM-6:00 PM	1-----	:30	1	\$800.00	03	0.00	NM	1	\$800.00
				M-F 5p-6p		(5:30 PM-6:00 PM)									
		<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	1-----			1		\$800.00	0.00					
E 31	4	11/08/16	11/08/16	M-F 12p-1p	CM	12:30 PM-1:00 PM	-1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
				M-F 12p-1p		(12:30 PM-1:00 PM)									
		<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	-1-----			1		\$400.00	0.00					
E 32	4	11/01/16	11/04/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	-TWTF--	:30	4	\$875.00	03	0.00	NM	3	\$2,625.00
				M-F 6p-630p											
		<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	-TWTF--			4		\$875.00	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>				
2	4	10/31/16-11/06/16		M-F 6p-630p		6:00 PM-6:30 PM	-TwThF----	:30	(\$875.00)	0.00	NM				
Credited															
E 33	4	11/07/16	11/07/16	M-F 6p-630p	CM	6:00 PM-6:30 PM	1-----	:30	1	\$875.00	03	0.00	NM	1	\$875.00
				M-F 6p-630p											
		<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	1-----			1		\$875.00	0.00					
E 34	4	11/01/16	11/04/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	-TWTF--	:30	4	\$2,000.00	03	0.00	NM	2	\$4,000.00
				M-F 630p-7p											
		<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	-TWTF--			4		\$2,000.00	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	4	10/31/16-11/06/16		M-F 630p-7p		6:30 PM-7:00 PM	-TwThF----	:30	(\$2,000.00)	0.00	NM				
Credited															
2	4	10/31/16-11/06/16		M-F 630p-7p		6:30 PM-7:00 PM	-TwThF----	:30	(\$2,000.00)	0.00	NM				
Credited															
E 35	4	11/07/16	11/07/16	M-F 630p-7p	CM	6:30 PM-7:00 PM	1-----	:30	1	\$2,000.00	03	0.00	NM	1	\$2,000.00
				M-F 630p-7p											
		<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	1-----			1		\$2,000.00	0.00					
E 36	4	11/04/16	11/04/16	Friday Prime Hour 1	CM	7:00 PM-8:00 PM	----1--	:30	1	\$5,000.00	03	0.00	NM	1	\$5,000.00
				Friday Prime Hour 1											
		<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	----1--			1		\$5,000.00	0.00					
E 37	4	11/03/16	11/04/16	M-F 9p-10p	CM	9:00 PM-9:30 PM	---TF--	:30	2	\$900.00	03	0.00	NM	1	\$900.00
				M-F 9p-10p		(9:00 PM-9:30 PM)									
		<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	---TF--			2		\$900.00	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	4	10/31/16-11/06/16		M-F 9p-10p		9:00 PM-9:30 PM	9:00 PM-9:30 P---ThF----	:30	(\$900.00)	0.00	NM				
Credited															
E 38	4	11/07/16	11/07/16	M-F 9p-10p	CM	9:00 PM-9:30 PM	1-----	:30	1	\$900.00	03	0.00	NM	1	\$900.00
				M-F 9p-10p		(9:00 PM-9:30 PM)									
		<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	1-----			1		\$900.00	0.00					
E 39	4	11/03/16	11/04/16	M-F 9p-10p	CM	9:30 PM-10:00 PM	---TF--	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
				M-F 9p-10p		(9:30 PM-10:00 PM)									
		<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	---TF--			2		\$900.00	0.00					

Order / Rev: 401601
 Alt Order #: 08428291
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: Hensley/D/Attorney General/MO
 Product Desc: HENSLEY FOR ATTY GEN
 Estimate: 2384
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	4	11/07/16	11/07/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	1-----	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<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	1-----	1		\$900.00		0.00						
E 41	4	11/01/16	11/04/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	PI--TWTF--	:30	4	\$1,150.00	03	0.00	NM	3	\$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:		10/31/16	11/06/16	-TWTF--	4		\$1,150.00		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	4	10/31/16-11/06/16		M-F 10p-1030p	10:00 PM-10:30 F		-TWThF----	:30	(\$1,150.00)	0.00	NM				
Credited															
E 42	4	11/07/16	11/07/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	PI1-----	:30	1	\$1,150.00	03	0.00	NM	1	\$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:		11/07/16	11/13/16	1-----	1		\$1,150.00		0.00						
E 43	4	11/01/16	11/04/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PI--TWTF--	:30	4	\$750.00	03	0.00	NM	2	\$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:		10/31/16	11/06/16	-TWTF--	4		\$750.00		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>				
2	4	10/31/16-11/06/16		M-F 1030p-11p	10:30 PM-11:00 F		-TWThF----	:30	(\$750.00)	0.00	NM				
Credited															
3	4	10/31/16-11/06/16		M-F 1030p-11p	10:30 PM-11:00 F		-TWThF----	:30	(\$750.00)	0.00	NM				
Credited															
E 44	4	11/07/16	11/07/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PI1-----	:30	1	\$750.00	03	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:		11/07/16	11/13/16	1-----	1		\$750.00		0.00						
E 45	4	11/05/16	11/05/16	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:30 PM	PI-----1-	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<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	-----1-	1		\$700.00		0.00						
E 46	4	11/06/16	11/06/16	Su 1030p-11p Su 1030p-11p	CM	10:30 PM-11:00 PM	PI-----1	:30	1	\$750.00	03	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:		10/31/16	11/06/16	-----1	1		\$750.00		0.00						
E 47	4	11/01/16	11/04/16	M-F 12a-1230a M-F 12a-1230a	CM	12:00 AM-12:30 AM	AI--TWTF--	:30	4	\$125.00	04	0.00	NM	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:		10/31/16	11/06/16	-TWTF--	4		\$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>				
2	4	10/31/16-11/06/16		M-F 12a-1230a	12:00 AM-12:30 A		-TWThF----	:30	(\$125.00)	0.00	NM				
Credited															
4	4	10/31/16-11/06/16		M-F 12a-1230a	12:00 AM-12:30 A		-TWThF----	:30	(\$125.00)	0.00	NM				
Credited															
E 48	4	11/07/16	11/07/16	M-F 12a-1230a M-F 12a-1230a	CM	12:00 AM-12:30 AM	AI1-----	:30	1	\$125.00	04	0.00	NM	1	\$125.00
		<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	1-----	1		\$125.00		0.00						
E 49	4	11/01/16	11/04/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 AM	XI--TWTF--	:30	4	\$150.00	04	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-TWTF--	4		\$150.00		0.00						
E 50	4	11/07/16	11/07/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 AM	XI1-----	:30	1	\$150.00	04	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:		11/07/16	11/13/16	1-----	1		\$150.00		0.00						
E 51	4	11/07/16	11/07/16	M-F 230p-3p	CM	2:30 PM-3:00 PM	1-----	:30	1	\$200.00	04	0.00	NM	1	\$200.00

Order / Rev: 401601
Alt Order #: 08428291
Flight Dates: 11/01/16 - 11/08/16

Advertiser: Hensley/D/Attorney General/MO
Product Desc: HENSLEY FOR ATTY GEN
Estimate: 2384
WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 230p-3p												
		<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	1-----			1		\$200.00	0.00						
N 52	4	11/08/16	11/08/16	M-F 6a-7a	CM	6:00 AM-6:30 AM	-T-----	:30	1	\$900.00	03	0.00	NM	1	\$900.00	
				M-F 6a-7a	(6:00 AM-6:30 AM)											
		<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	-T-----			1		\$900.00	0.00						
N 53	4	11/08/16	11/08/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	-T-----	:30	1	\$700.00	03	0.00	NM	1	\$700.00	
				M-F 7a-9a	(7:30 AM-8:00 AM)											
		<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	-T-----			1		\$700.00	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	4	11/07/16-11/13/16		M-F 7a-9a	7-9a		-T-----	:30		\$700.00		0.00	NM			
N 54	4	11/07/16	11/07/16	Monday Prime Hour 2	CM	8p-9p	M-----	:30	1	\$5,000.00	03	0.00	NM	1	\$5,000.00	
				Monday Prime Hour 2												
		<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	97	\$70,175.00