

**ORDER**

WDAF-TV

**Orders**  
**Order / Rev:** 392588  
**Alt Order #:** 08408399  
**Product Desc:** HENSLEY FOR ATTY GEN  
**Estimate:** 2437  
**Flight Dates:** 10/04/16 - 10/10/16  
**Original Date / Rev:** 10/03/16 / 10/03/16  
**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:** 07  
**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
09/26/16	10/10/16	41	\$20,725.00	\$17,616.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$20,725.00	\$17,616.25	0.00
<b>Totals</b>	<b>41</b>	<b>\$20,725.00</b>	<b>\$17,616.25</b>	<b>0.00</b>

**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	26%	\$20,725.00
Market	100%	\$79,711.54

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	30%	\$23,913.46
KCWE	4%	\$3,188.46
KMBC	28%	\$22,319.23
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	12%	\$9,565.38
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	10/10/16	10/10/16	M-F 5a-530a	CM	5:00 AM-5:30 AM	1-----	:30	1	\$300.00	04	0.00	NM	1	\$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	1-----	1		\$300.00		0.00						
E 2	4	10/06/16	10/06/16		CM	6:00 AM-6:30 AM	---1---	:30	1	\$600.00	04	0.00	NM	1	\$600.00

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 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		(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: 10/03/16	10/09/16	---1---		1			\$600.00	0.00					
E 3	4	10/05/16	10/05/16	M-F 6a-7a	CM	6:30 AM-7:00 AM	--1----	:30	1	\$600.00	04	0.00	NM	1	\$600.00
				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: 10/03/16	10/09/16	--1----		1			\$600.00	0.00					
E 4	4	10/07/16	10/07/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	----1--	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				M-F 7a-9a		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	----1--		1			\$450.00	0.00					
E 5	4	10/10/16	10/10/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	1-----	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				M-F 7a-9a		(7:00 AM-7:30 AM)									
		<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			\$450.00	0.00					
E 6	4	10/06/16	10/06/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	---1---	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				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: 10/03/16	10/09/16	---1---		1			\$450.00	0.00					
E 7	4	10/05/16	10/05/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	--1----	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				M-F 7a-9a		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	--1----		1			\$450.00	0.00					
E 8	4	10/05/16	10/07/16	M-F 7a-9a	CM	8:30 AM-9:00 AM	--W-F--	:30	2	\$450.00	04	0.00	NM	2	\$900.00
				M-F 7a-9a		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	--W-F--		2			\$450.00	0.00					
E 9	4	10/10/16	10/10/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	1-----	:30	1	\$300.00	04	0.00	NM	1	\$300.00
				M-F 9a-10a		(9:00 AM-9:30 AM)									
		<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			\$300.00	0.00					
E 10	4	10/06/16	10/06/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	----1---	:30	1	\$250.00	04	0.00	NM	1	\$250.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	---1---		1			\$250.00	0.00					
E 11	4	10/05/16	10/05/16	M-F 12p-1p	CM	12:00 PM-12:30 PM	--1----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
				M-F 12p-1p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	--1----		1			\$250.00	0.00					
E 12	4	10/05/16	10/05/16	M-F 12p-1p	CM	12:30 PM-1:00 PM	--W----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
				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: 10/03/16	10/09/16	--W----		1			\$250.00	0.00					
E 13	4	10/10/16	10/10/16	M-F 2p-230p	CM	2:00 PM-2:30 PM	1-----	:30	1	\$125.00	07	0.00	NM	1	\$125.00
				M-F 2p-230p											
		<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			\$125.00	0.00					
E 14	4	10/04/16	10/04/16	M-F 3p-330p	CM	3:00 PM-3:30 PM	-1-----	:30	1	\$275.00	04	0.00	NM	1	\$275.00
				M-F 3p-330p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	-1-----		1			\$275.00	0.00					
E 15	4	10/06/16	10/06/16	M-F 330p-4p	CM	3:30 PM-4:00 PM	---1---	:30	1	\$275.00	04	0.00	NM	1	\$275.00
				M-F 330p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/03/16	10/09/16	---1---		1			\$275.00	0.00					
E 16	4	10/05/16	10/05/16	M-F 4p-430p	CM	4:00 PM-4:30 PM	--1----	:30	1	\$325.00	04	0.00	NM	1	\$325.00
				M-F 4p-430p											
		<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 16	4	10/05/16	10/05/16	M-F 4p-430p M-F 4p-430p	CM	4:00 PM-4:30 PM	--1----	:30	1	\$325.00	04	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$325.00		0.00			
E 17	4	10/07/16	10/07/16	M-F 430p-5p M-F 430p-5p	CM	4:30 PM-5:00 PM	----1--	:30	1	\$325.00	04	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----1--		1				\$325.00		0.00			
E 18	4	10/04/16	10/06/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-T-T---	:30	2	\$500.00	04	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-T-T---		2				\$500.00		0.00			
E 19	4	10/10/16	10/10/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-----	:30	1	\$500.00	04	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: 10/10/16	10/16/16	1-----		1				\$500.00		0.00			
E 20	4	10/05/16	10/07/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	--WTF--	:30	3	\$500.00	04	0.00	NM	3	\$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: 10/03/16	10/09/16	--WTF--		3				\$500.00		0.00			
E 21	4	10/04/16	10/07/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	-T--F--	:30	2	\$625.00	04	0.00	NM	2	\$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: 10/03/16	10/09/16	-T--F--		2				\$625.00		0.00			
E 22	4	10/04/16	10/06/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	-TW-T---	:30	3	\$1,000.00	04	0.00	NM	3	\$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: 10/03/16	10/09/16	-TW-T---		3				\$1,000.00		0.00			
E 23	4	10/10/16	10/10/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	1-----	:30	1	\$1,000.00	04	0.00	NM	1	\$1,000.00
		<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				\$1,000.00		0.00			
E 24	4	10/07/16	10/07/16	Friday Prime Hour 1 Friday Prime Hour 1	CM	7:00 PM-8:00 PM	----1--	:30	1	\$1,200.00	04	0.00	NM	1	\$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: 10/03/16	10/09/16	----1--		1				\$1,200.00		0.00			
E 25	4	10/05/16	10/05/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	--1----	:30	1	\$650.00	04	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$650.00		0.00			
E 26	4	10/10/16	10/10/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	1-----	:30	1	\$650.00	04	0.00	NM	1	\$650.00
		<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				\$650.00		0.00			
E 27	4	10/04/16	10/06/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	-T-T---	:30	2	\$650.00	04	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-T-T---		2				\$650.00		0.00			
E 28	4	10/07/16	10/07/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	PI----1--	:30	1	\$700.00	04	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: 10/03/16	10/09/16	PI----1--		1				\$700.00		0.00			
E 29	4	10/05/16	10/05/16	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PI--1----	:30	1	\$500.00	04	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: 10/03/16	10/09/16	PI--1----		1				\$500.00		0.00			
E 30	4	10/10/16	10/10/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 AM	XI1-----	:30	1	\$100.00	07	0.00	NM	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: 10/10/16	10/16/16	XI1-----		1				\$100.00		0.00			

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E 30	4	10/10/16	10/10/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 XI	1-----	:30	1	\$100.00	07	0.00	NM	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:		10/10/16	10/16/16	1-----			1		\$100.00		0.00				
N 31	4	10/10/16	10/10/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	1-----	:30	1	\$450.00	04	0.00	NM	1	\$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-----			1		\$450.00		0.00				
N 32	4	10/05/16	10/05/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	--W----	:30	1	\$250.00	04	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:		10/03/16	10/09/16	--W----			1		\$250.00		0.00				
N 33	4	10/06/16	10/06/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 XI	---T---	:30	1	\$100.00	07	0.00	NM	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:		10/03/16	10/09/16	---T---			1		\$100.00		0.00				
													Totals	41	\$20,725.00