

# ORDER



**Orders**  
**Order / Rev:** 714784  
**Alt Order #:** 08157371  
**Product Desc:** HFA 4433  
**Estimate:** 4433  
**Flight Dates:** 03/09/16 - 03/15/16  
**Original Date / Rev:** 03/04/16 / 03/04/16  
**Order Type:** GENERAL

**KSMO**  
**Primary AE:** Ben Stecker  
**Sales Office:** T-WAS  
**Sales Region:** National

**Agency Name:** Greer Margolis Mitchell Burns, Inc (GM)  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

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

**Advertiser Name:** Hillary For America  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Presidential  
**Priority:** SPP  
**Revenue Codes:** POL, PLC, PPL

**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
02/29/16	03/15/16	16	\$920.00	\$782.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	16	\$920.00	\$782.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$920.00</b>	<b>\$782.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSMO	1%	\$920.00
Market	100%	\$92,000.00

**Competitive Share**

	Share	Total
KCPT	0%	\$0.00
KCTV	23%	\$21,160.00
KCWE	2%	\$1,840.00
KMBC	36%	\$33,120.00
KMCI	3%	\$2,760.00
KPXE	0%	\$0.00
KSHB	21%	\$19,320.00
WDAF	14%	\$12,880.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSMO	03/09/16	03/15/16	M-F 11-1130p M-F 11-1130p	CM	M-F 11-1130p	MTWTF--	:30	4	\$50.00	IMP	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/09/16	03/15/16	MTWTF--		4		\$50.00		0.00					
E 2	KSMO	03/09/16	03/15/16	M-F 2-3p M-F 2-3p	CM	M-F 2-3p	MTWTF--	:30	4	\$15.00	IMP	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/09/16	03/15/16	MTWTF--		4		\$15.00		0.00					
E 3	KSMO	03/09/16	03/15/16	M-F 3-4p M-F 3-4p	CM	M-F 3-4p	MTWTF--	:30	4	\$15.00	IMP	0.00	NM	4	\$60.00

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Advertiser: Hillary For America  
 Product Desc: HFA 4433  
 Estimate: 4433

**KSMO**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSMO	03/09/16	03/15/16	M-F 3-4p M-F 3-4p	CM	M-F 3-4p	MTWTF--	:30	4	\$15.00	IMP	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/09/16	03/15/16	MTWTF--		4		\$15.00		0.00					
E 4	KSMO	03/09/16	03/15/16	KCTV M-F 9PM NEWS 9:00 PM-9:30 PM	CM	M-F 9P- 9:30P	MTWTF--	:30	4	\$150.00	IMP	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: 03/09/16	03/15/16	MTWTF--		4		\$150.00		0.00					
													Totals	16	\$920.00