

ORDER



WDAF-TV

Orders

Order / Rev: 370901

Alt Order #:

Product Desc: 3

Estimate: 254

Flight Dates: 09/13/16 - 09/19/16

Original Date / Rev: 08/23/16 / 08/23/16

Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Local WDAF House

LOCAL

Local

Agency

Name: Thompson Communications Inc

Buying Contact:

Billing Contact:

200 W Jefferson

Marshfield, MO 65706

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Calendar

EOM/EOC

15%

Advertiser

Name: Blunt/R/US Senate/MO

Demographic: A25-54

Product Codes: PL3.c.ii

Priority: Default

Revenue Codes:

Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/16	09/19/16	107	\$36,175.00	\$30,748.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	107	\$36,175.00	\$30,748.75	0.00
Totals	107	\$36,175.00	\$30,748.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local WDAF House			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDAF-TV	25%	\$36,175.00
Market	100%	\$144,700.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	25%	\$36,175.00
KCWE	0%	\$0.00
KMBC	25%	\$36,175.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$36,175.00
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
N 1	4	09/18/16	09/18/16	Su 9p-10p	CM	9:30 PM-10:00 PM	-----S	:30	1	\$700.00	04	0.00	NM	1	\$700.00
				Su 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: 09/12/16	09/18/16	-----S	1	\$700.00	0.00								
N 2	4	09/13/16	09/19/16		CM	6:00 AM-6:30 AM	MT-T---	:30	3	\$575.00	04	0.00	NM	3	\$1,725.00

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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 (6:00 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:		09/13/16	09/19/16	MT-T---					3	\$575.00		0.00			
N 3	4	09/17/16	09/17/16	Sa 6a-8a	CM	6:00 AM-6:30 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23 (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:		09/13/16	09/19/16	-----S-					1	\$275.00		0.00			
N 4	4	09/17/16	09/17/16	Sa 6a-8a	CM	6:30 AM-7:00 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23 (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:		09/13/16	09/19/16	-----S-					1	\$275.00		0.00			
N 5	4	09/13/16	09/19/16	M-F 10p-1030p	CM	10p-1030p	MTWTF--	:30	5	\$650.00	04	0.00	NM	5	\$3,250.00
M-F 10p-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--					5	\$650.00		0.00			
N 6	4	09/13/16	09/19/16	M-F 530a-6a	CM	530a-6a	M-W-F--	:30	3	\$350.00	04	0.00	NM	3	\$1,050.00
M-F 530a-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/16	09/19/16	M-W-F--					3	\$350.00		0.00			
N 7	4	09/13/16	09/19/16	M-F 9p-10p	CM	9:30 PM-10:00 PM	MTWTF--	:30	5	\$600.00	04	0.00	NM	5	\$3,000.00
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:		09/13/16	09/19/16	MTWTF--					5	\$600.00		0.00			
N 8	4	09/13/16	09/19/16	M-F 5a-530a	CM	5a-530a	MTWTF--	:30	5	\$275.00	04	0.00	NM	5	\$1,375.00
M-F 5a-530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--					5	\$275.00		0.00			
N 9	4	09/18/16	09/18/16	FOX News Sunday	CM	9:00 AM-9:30 AM	-----S	:30	1	\$300.00	07	0.00	NM	1	\$300.00
FOX News Sunday (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:		09/13/16	09/19/16	-----S					1	\$300.00		0.00			
N 10	4	09/18/16	09/18/16	FOX News Sunday	CM	9:30 AM-10:00 AM	-----S	:30	1	\$300.00	07	0.00	NM	1	\$300.00
FOX News Sunday (9:30 AM-10:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/16	09/19/16	-----S					1	\$300.00		0.00			
N 11	4	09/17/16	09/17/16	Sa 10p-1030p	CM	10p-1030p	-----S-	:30	1	\$450.00	04	0.00	NM	1	\$450.00
Sa 10p-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-----S-					1	\$450.00		0.00			
N 12	4	09/13/16	09/19/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	MTWTF--	:30	5	\$450.00	04	0.00	NM	5	\$2,250.00
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:		09/13/16	09/19/16	MTWTF--					5	\$450.00		0.00			
N 13	4	09/13/16	09/19/16	M-F 7a-9a	CM	8:30 AM-9:00 AM	MTWTF--	:30	5	\$450.00	04	0.00	NM	5	\$2,250.00
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:		09/13/16	09/19/16	MTWTF--					5	\$450.00		0.00			
N 14	4	09/13/16	09/19/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	MTWTF--	:30	5	\$450.00	04	0.00	NM	5	\$2,250.00
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:		09/13/16	09/19/16	MTWTF--					5	\$450.00		0.00			
N 15	4	09/13/16	09/19/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	MTWTF--	:30	5	\$450.00	04	0.00	NM	5	\$2,250.00
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:		09/13/16	09/19/16	MTWTF--					5	\$450.00		0.00			
N 16	4	09/13/16	09/19/16	M-F 6p-630p	CM	6p-630p	MTWTF--	:30	5	\$500.00	04	0.00	NM	5	\$2,500.00
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>			

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N16	4	09/13/16	09/19/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	5	\$500.0004		0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	MTWTF--		5			\$500.00			0.00			
N17	4	09/17/16	09/17/16	Sa 5p-6p Sa 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-----S-	:30	1	\$175.0007		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	-----S-		1			\$175.00			0.00			
N18	4	09/17/16	09/17/16	Sa 5p-6p Sa 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----S-	:30	1	\$175.0007		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	-----S-		1			\$175.00			0.00			
N19	4	09/13/16	09/19/16	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	MTWTF--	:30	5	\$375.0004		0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	MTWTF--		5			\$375.00			0.00			
N20	4	09/13/16	09/19/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$350.0007		0.00	NM	5	\$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: 09/13/16	09/19/16	MTWTF--		5			\$350.00			0.00			
N21	4	09/13/16	09/19/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$350.0007		0.00	NM	5	\$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: 09/13/16	09/19/16	MTWTF--		5			\$350.00			0.00			
N22	4	09/18/16	09/18/16	Su 5p-6p Su 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----S	:30	1	\$225.0007		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	-----S		1			\$225.00			0.00			
N23	4	09/18/16	09/18/16	Su 5p-6p Su 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-----S	:30	1	\$225.0007		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	-----S		1			\$225.00			0.00			
N24	4	09/17/16	09/17/16	Sa 9p-10p Sa 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	-----S-	:30	1	\$350.0007		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	-----S-		1			\$350.00			0.00			
N25	4	09/13/16	09/19/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	MTWTF--	:30	5	\$75.0004		0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/16	09/19/16	MTWTF--		5			\$75.00			0.00			
N26	4	09/18/16	09/18/16	Su 7a-9a Su 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S	:30	1	\$250.0007		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: 09/12/16	09/18/16	-----S		1			\$250.00			0.00			
N27	4	09/18/16	09/18/16	Su 7a-9a Su 7a-9a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S	:30	1	\$250.0007		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: 09/12/16	09/18/16	-----S		1			\$250.00			0.00			
N28	4	09/18/16	09/18/16	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$350.0007		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----S		1			\$350.00			0.00			
N29	4	09/18/16	09/18/16	Su 7a-9a Su 7a-9a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-----S	:30	1	\$250.0007		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: 09/12/16	09/18/16	-----S		1			\$250.00			0.00			
N30	4	09/18/16	09/18/16	Su 7a-9a Su 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S	:30	1	\$250.0007		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: 09/12/16	09/18/16	-----S		1			\$250.00			0.00			

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N30	4	09/18/16	09/18/16	Su 7a-9a Su 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S	:30	1	\$250.0007		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:	09/12/16	09/18/16	-----S		1			\$250.00	0.00					
N31	4	09/13/16	09/19/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	5	\$200.0004		0.00	NM	5	\$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:	09/13/16	09/19/16	MTWTF--		5			\$200.00	0.00					
N32	4	09/13/16	09/19/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	5	\$200.0004		0.00	NM	5	\$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:	09/13/16	09/19/16	MTWTF--		5			\$200.00	0.00					
N33	4	09/13/16	09/19/16	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$95.0007		0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/13/16	09/19/16	MTWTF--		5			\$95.00	0.00					
N34	4	09/13/16	09/19/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$125.0007		0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/13/16	09/19/16	MTWTF--		5			\$125.00	0.00					
N35	4	09/13/16	09/19/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$125.0007		0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/13/16	09/19/16	MTWTF--		5			\$125.00	0.00					
													Totals	107	\$36,175.00