

**ORDER**

WDAF-TV

<b>Orders</b>	<b>Order / Rev:</b>	<b>373937</b>	
	<b>Alt Order #:</b>		
	<b>Product Desc:</b>	3-gnereal	
	<b>Estimate:</b>	261	
	<b>Flight Dates:</b>	09/01/16 - 09/04/16	<b>Primary AE:</b> Local WDAF House
	<b>Original Date / Rev:</b>	08/31/16 / 08/31/16	<b>Sales Office:</b> LOCAL
	<b>Order Type:</b>	GENERAL	<b>Sales Region:</b> Local

  

<b>Agency</b>	<b>Name:</b>	<b>Thompson Communications Inc</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Calendar
		200 W Jefferson	<b>Billing Cycle:</b> EOM/EOC
		Marshfield, MO 65706	<b>Agency Commission:</b> 15%

  

<b>Advertiser</b>	<b>Name:</b>	<b>Blunt/R/US Senate/MO</b>	
	<b>Demographic:</b>	A25-54	<b>New Business Thru:</b>
	<b>Product Codes:</b>	PL3.c.ii	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	Default	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	Agency, Political, Political-Non-PAC	<b>Agency External ID:</b>

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/16	09/04/16	6	\$1,400.00	\$1,190.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	6	\$1,400.00	\$1,190.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$1,400.00</b>	<b>\$1,190.00</b>	<b>0.00</b>

**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	Share	Total
WDAF-TV	25%	\$1,400.00
Market	100%	\$5,600.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	25%	\$1,400.00
KCWE	0%	\$0.00
KMBC	25%	\$1,400.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$1,400.00
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	09/01/16	09/04/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	---11--	:30	2	\$300.00	07	0.00	NM	2	\$600.00
				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: 08/29/16	09/04/16	---11--		2				\$300.00		0.00			
N 2	4	09/01/16	09/04/16		CM	5:30 PM-6:00 PM	-----S	:30	1	\$200.00	07	0.00	NM	1	\$200.00

Order / Rev: 373937  
Alt Order #:  
Flight Dates: 09/01/16 - 09/04/16

Advertiser: Blunt/R/US Senate/MO  
Product Desc: 3-gnereal  
Estimate: 261

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Su 5p-6p															
Su 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:		08/29/16	09/04/16	-----S			1		\$200.00			0.00			
N 3	4	09/01/16	09/04/16	Su 5p-6p	CM	5:00 PM-5:30 PM	-----S	:30	1	\$200.00	07	0.00	NM	1	\$200.00
Su 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:		08/29/16	09/04/16	-----S			1		\$200.00			0.00			
N 4	4	09/01/16	09/04/16	M-F 10a-11a	CM	10a-11a	---11--	:30	2	\$200.00	07	0.00	NM	2	\$400.00
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:		08/29/16	09/04/16	---11--			2		\$200.00			0.00			
													Totals	6	\$1,400.00