

ORDER

WDAF-TV

Orders
Order / Rev: 17424
Alt Order #: 07458777
Product Desc: FREEDOM PART ACT FND
Estimate: KSC29N
Flight Dates: 10/29/14 - 11/04/14
Original Date / Rev: 10/30/14 / 10/30/14
Order Type: GENERAL

Primary AE: Teresa DiFuria
Sales Office: NPHL
Sales Region: National

Agency Name: Smart Media Group LLC
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

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

Advertiser Name: Freedom Partners Action Fund
Demographic: HH
Product Codes: PL4.b
Priority: Default
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
10/27/14	11/04/14	72	\$67,845.00	\$57,668.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	72	\$67,845.00	\$57,668.25	0.00
Totals	72	\$67,845.00	\$57,668.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa DiFuria			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDAF-TV	25%	\$67,845.00
Market	100%	\$271,380.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	44%	\$119,407.20
KCWE	0%	\$0.00
KMBC	18%	\$48,848.40
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	12%	\$32,565.60
KSMO	1%	\$2,713.80
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
1	4	10/29/14	10/31/14	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	--WTF--	:30	3	\$375.00	02	0.00	NM	3	\$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:		10/27/14	11/02/14	--WTF--			3		\$375.00		0.00				
2	4	11/03/14	11/04/14		CM	11:00 AM-12:00 PM	T-----	:30	2	\$375.00	02	0.00	NM	2	\$750.00

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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 11a-12p															
M-F 11a-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----					2	\$375.00		0.00			
3	4	10/29/14	10/31/14	M-F 12p-1p	CM	12:00 PM-1:00 PM	--WTF--	:30	6	\$525.00	02	0.00	NM	6	\$3,150.00
M-F 12p-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--					6	\$525.00		0.00			
4	4	11/03/14	11/03/14	M-F 12p-1p	CM	12:00 PM-1:00 PM	2-----	:30	2	\$525.00	02	0.00	NM	2	\$1,050.00
M-F 12p-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	2-----					2	\$525.00		0.00			
5	4	10/29/14	10/31/14	M-F 1p-2p	CM	1:00 PM-2:00 PM	--WTF--	:30	6	\$375.00	02	0.00	NM	6	\$2,250.00
M-F 1p-2p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--					6	\$375.00		0.00			
6	4	11/03/14	11/03/14	M-F 1p-2p	CM	1:00 PM-2:00 PM	2-----	:30	2	\$375.00	02	0.00	NM	2	\$750.00
M-F 1p-2p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	2-----					2	\$375.00		0.00			
7	4	10/29/14	10/31/14	M-F 5a-530a	CM	5:00 AM-5:30 AM	--WTF--	:30	3	\$625.00	02	0.00	NM	3	\$1,875.00
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:		10/27/14	11/02/14	--WTF--					3	\$625.00		0.00			
8	4	11/03/14	11/04/14	M-F 5a-530a	CM	5:00 AM-5:30 AM	MT-----	:30	2	\$625.00	02	0.00	NM	2	\$1,250.00
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:		11/03/14	11/09/14	MT-----					2	\$625.00		0.00			
9	4	10/29/14	10/31/14	M-F 5a-530a	CM	5:30 AM-6:00 AM	--WTF--	:30	3	\$675.00	02	0.00	NM	3	\$2,025.00
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:		10/27/14	11/02/14	--WTF--					3	\$675.00		0.00			
10	4	11/03/14	11/04/14	M-F 530a-6a	CM	5:30 AM-6:00 AM	MT-----	:30	2	\$675.00	02	0.00	NM	2	\$1,350.00
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:		11/03/14	11/09/14	MT-----					2	\$675.00		0.00			
11	4	10/29/14	10/31/14	M-F 6a-7a	CM	6:00 AM-7:00 AM	--WTF--	:30	3	\$1,050.00	02	0.00	NM	3	\$3,150.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--					3	\$1,050.00		0.00			
12	4	11/03/14	11/04/14	M-F 6a-7a	CM	6:00 AM-7:00 AM	MT-----	:30	2	\$1,050.00	02	0.00	NM	2	\$2,100.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----					2	\$1,050.00		0.00			
13	4	10/29/14	10/31/14	M-F 7a-9a	CM	7:00 AM-9:00 AM	--WTF--	:30	6	\$900.00	02	0.00	NM	6	\$5,400.00
M-F 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--					6	\$900.00		0.00			
14	4	11/03/14	11/04/14	M-F 7a-9a	CM	7:00 AM-9:00 AM	MT-----	:30	4	\$900.00	02	0.00	NM	4	\$3,600.00
M-F 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----					4	\$900.00		0.00			
15	4	11/01/14	11/01/14	Sa 7a-9a	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$875.00	02	0.00	NM	1	\$875.00
Sa 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1-					1	\$875.00		0.00			
16	4	11/02/14	11/02/14	Su 7a-9a	CM	7:00 AM-9:00 AM	-----1	:30	1	\$875.00	02	0.00	NM	1	\$875.00
Su 7a-9a															
		<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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 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	4	11/02/14	11/02/14	Su 7a-9a Su 7a-9a	CM	7:00 AM-9:00 AM	-----1	:30	1	\$875.0002		0.00	NM	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:		10/27/14	11/02/14	-----1			1		\$875.00	0.00					
E 17	4	10/29/14	10/31/14	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-10:00 PM	--WTF--	:30	3	\$1,800.0002		0.00	NM	2	\$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:		10/27/14	11/02/14	--WTF--			3		\$1,800.00	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>		
2	4	10/27/14-11/02/14		M-F 9p-10p		9:00 PM-10:00 PM	--WThF----	:30		(\$1,800.00)		0.00	NM		
Credited															
18	4	11/03/14	11/03/14	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-10:00 PM	1-----	:30	1	\$1,800.0002		0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/03/14	11/09/14	1-----			1		\$1,800.00	0.00					
19	4	10/29/14	10/31/14	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$2,000.0002		0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	--WTF--			3		\$2,000.00	0.00					
20	4	11/03/14	11/03/14	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	1-----	:30	1	\$2,000.0002		0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/03/14	11/09/14	1-----			1		\$2,000.00	0.00					
21	4	10/29/14	10/31/14	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	--WTF--	:30	3	\$1,000.0002		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:		10/27/14	11/02/14	--WTF--			3		\$1,000.00	0.00					
22	4	11/03/14	11/03/14	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	1-----	:30	1	\$1,000.0002		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:		11/03/14	11/09/14	1-----			1		\$1,000.00	0.00					
23	4	11/01/14	11/01/14	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$1,400.0002		0.00	NM	1	\$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:		10/27/14	11/02/14	-----1-			1		\$1,400.00	0.00					
24	4	11/02/14	11/02/14	Su 9p-10p Su 9p-10p	CM	9:00 PM-10:00 PM	-----2	:30	2	\$1,800.0002		0.00	NM	2	\$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:		10/27/14	11/02/14	-----2			2		\$1,800.00	0.00					
25	4	11/02/14	11/02/14	Su 10p-1030p Su 10p-1030p	CM	10:00 PM-10:30 PM	-----1	:30	1	\$2,000.0002		0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-----1			1		\$2,000.00	0.00					
26	4	11/02/14	11/02/14	Su 1030p-11p Su 1030p-11p	CM	10:30 PM-11:00 PM	-----1	:30	1	\$1,000.0002		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:		10/27/14	11/02/14	-----1			1		\$1,000.00	0.00					
27	4	10/31/14	10/31/14	Friday Prime Hour 1 Friday Prime Hour 1	CM	7:00 PM-8:00 PM	----2--	:30	2	\$1,400.0002		0.00	NM	2	\$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:		10/27/14	11/02/14	----2--			2		\$1,400.00	0.00					
28	4	10/31/14	10/31/14	Friday Prime Hour 2 Friday Prime Hour 2	CM	8:00 PM-9:00 PM	----2--	:30	2	\$1,800.0002		0.00	NM	2	\$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:		10/27/14	11/02/14	----2--			2		\$1,800.00	0.00					
29	4	11/02/14	11/02/14	FOX News Sunday FOX News Sunday	CM	9:00 AM-10:00 AM	-----2	:30	2	\$660.0002		0.00	NM	2	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-----2			2		\$660.00	0.00					

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30	4	11/01/14	11/01/14	College Football Gm	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$1,350.00	04	0.00	NM	1	\$1,350.00
				College Football Gm		(6:30 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: 10/27/14	11/02/14	-----S-		1				\$1,350.00		0.00			
E 31	4	11/03/14	11/03/14	M-F 9p-10p	CM	9:00 PM-10:00 PM	M-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
				M-F 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	M-----		1				\$1,800.00		0.00			
													Totals	72	\$67,845.00