

ORDER



Orders
Order / Rev: 25217
Alt Order #: 26141237
Product Desc: Candidate
Estimate: 5020
Flight Dates: 10/17/18 - 10/23/18
Original Date / Rev: 08/31/18 / 09/04/18
Order Type: GENERAL

Primary AE: Washington DC Katz Continental
Sales Office: N-DC
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive, Suite 400
 Arlington, VA 20009

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

Advertiser
Name: Knute Buehler for Governor
Demographic: HH
Product Codes: Political Governor,Candidates
Priority: P-04
Revenue Code 1: AGY
Revenue Code 2: NAT
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/23/18	43	\$2,520.00	\$2,142.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	43	\$2,520.00	\$2,142.00	0.00
Totals	43	\$2,520.00	\$2,142.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Katz Continer	N-DC	National	Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLSR	5%	\$2,520.00
Market	100%	\$50,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KCBY	0%	\$0.00
KEPB	0%	\$0.00
KEVU	0%	\$0.00
KEZI	0%	\$0.00
KMCB	0%	\$0.00
KMTR	0%	\$0.00
KOAC	0%	\$0.00
KPIC	0%	\$0.00
KTCW	0%	\$0.00
KTVB	0%	\$0.00
KVAL	0%	\$0.00
NMTR	0%	\$0.00
UNKWN	95%	\$47,880.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KLSR	10/17/18	10/17/18		NWN	7:00 AM-8:00 AM	--W----	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 200268 Index: 107. Nielsen: 1.1000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	--W----					2	\$60.00		0.00			
E 12	KLSR	10/18/18	10/18/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	---T---	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
PEOPLE'S COURT<															
Target 200268 Index: 107. Nielsen: 1.1000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	---T---					2	\$60.00		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>		
1	KLSR	10/15/18-10/21/18		M-F 5p-6p See MG 12.3,12.4 [Program Change]		5:00 PM-6:00 PM	---Th----	:30		(\$60.00)		0.00	NM		
2	KLSR	10/15/18-10/21/18		M-F 5p-6p See MG 12.3,12.4 [Program Change]		5:00 PM-6:00 PM	---Th----	:30		(\$60.00)		0.00	NM		
3	KLSR	10/18/18-10/18/18		Thu 9p-930p Ⓜ MG for 12.1,12.2		9:00 PM-9:30 PM	---Th----	:30		\$60.00		0.00	NM		
4	KLSR	10/18/18-10/18/18		Thu 930p-10p Ⓜ MG for 12.1,12.2		9:30 PM-10:00 PM	---Th----	:30		\$60.00		0.00	NM		
E 13	KLSR	10/19/18	10/19/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	----F--	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
PEOPLE'S COURT<															
Target 200268 Index: 107. Nielsen: 1.1000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	----F--					2	\$60.00		0.00			
E 14	KLSR	10/22/18	10/22/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	M-----	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
PEOPLE'S COURT<															
Target 200268 Index: 107. Nielsen: 1.1000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	M-----					2	\$60.00		0.00			
E 15	KLSR	10/23/18	10/23/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	-T-----	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
PEOPLE'S COURT<															
Target 200268 Index: 107. Nielsen: 1.1000000000000001															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-T-----					2	\$60.00		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>		
1	KLSR	10/22/18-10/28/18		M-F 5p-6p See MG 15.3,15.4 [Program Change]		5:00 PM-6:00 PM	-T-----	:30		(\$60.00)		0.00	NM		
2	KLSR	10/22/18-10/28/18		M-F 5p-6p See MG 15.3,15.4 [Program Change]		5:00 PM-6:00 PM	-T-----	:30		(\$60.00)		0.00	NM		
3	KLSR	10/23/18-10/23/18		Tues 9p-10p Ⓜ MG for 15.2,15.1		9:00 PM-10:00 PM	-T-----	:30		\$60.00		0.00	NM		
4	KLSR	10/23/18-10/23/18		Tues 9p-10p Ⓜ MG for 15.2,15.1		9:00 PM-10:00 PM	-T-----	:30		\$60.00		0.00	NM		
E 16	KLSR	10/17/18	10/17/18	M-F Oregon's News @ 10p M-F Oregon's News @ 10p	CM	10:00 PM-10:30 PM	---W---	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
OREGONS NW@10															
Target 200268 Index: 119. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	--W----					1	\$75.00		0.00			
E 17	KLSR	10/18/18	10/18/18	M-F Oregon's News @ 10p M-F Oregon's News @ 10p	CM	10:00 PM-10:30 PM	---T---	:30	2	\$75.00	P-04	0.00	NM	2	\$150.00
OREGONS NW@10															
Target 200268 Index: 119. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	---T---					2	\$75.00		0.00			
E 18	KLSR	10/19/18	10/19/18		NWN	10:00 PM-10:30 PM		:30	1	\$75.00	P-04	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 200268 Index: 111. Nielsen: 2.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/18		10/15/18	10/21/18	-----S		1				\$550.00		0.00			
E 29	KLSR	10/21/18	10/21/18	Sa-Su 10p-1030pKVAL/NWN		10:00 PM-10:30 PM	-----S	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
				Su KVAL News on Fox 10p											
KVAL NW-10-FOX															
Target 200268 Index: 116. Nielsen: 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/18		10/15/18	10/21/18	-----S		1				\$60.00		0.00			
													Totals	43	\$2,520.00