

# ORDER



**Orders**

**Order / Rev:** 25214

**Alt Order #:** 26141234

**Product Desc:** Candidate

**Estimate:** 5017

**Flight Dates:** 09/26/18 - 10/02/18

**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
08/27/18	09/30/18	21	\$1,815.00	\$1,542.75
10/01/18	10/02/18	13	\$445.00	\$378.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	21	\$1,815.00	\$1,542.75	0.00
October 2018	13	\$445.00	\$378.25	0.00
<b>Totals</b>	<b>34</b>	<b>\$2,260.00</b>	<b>\$1,921.00</b>	<b>0.00</b>

**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**

Order Share	Share	Total
KLSR	5%	\$2,260.00
Market	100%	\$45,200.00

**Competitive Share**

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
KTVC	0%	\$0.00
KVAL	0%	\$0.00
NMTR	0%	\$0.00
UNKWN	95%	\$42,940.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KLSR

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: 09/24/18		09/24/18	09/30/18	--W----					1	\$30.00		0.00			
E 12	KLSR	09/27/18	09/27/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	---T---	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
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: 09/24/18		09/24/18	09/30/18	---T---					1	\$30.00		0.00			
E 13	KLSR	09/28/18	09/28/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	----F--	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
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: 09/24/18		09/24/18	09/30/18	----F--					1	\$30.00		0.00			
E 14	KLSR	10/01/18	10/01/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	M-----	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
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: 10/01/18		10/01/18	10/07/18	M-----					1	\$30.00		0.00			
E 15	KLSR	10/02/18	10/02/18	M-F 5p-6p People's Court	CM	5:00 PM-6:00 PM	-T-----	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
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: 10/01/18		10/01/18	10/07/18	-T-----					1	\$30.00		0.00			
E 16	KLSR	09/26/18	09/26/18	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: 09/24/18		09/24/18	09/30/18	--W----					1	\$75.00		0.00			
E 17	KLSR	09/27/18	09/27/18	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: 09/24/18		09/24/18	09/30/18	---T---					2	\$75.00		0.00			
E 18	KLSR	09/28/18	09/28/18	M-F Oregon's News @ 10p M-F Oregon's News @ 10p	CM	10:00 PM-10:30 PM	----F--	: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: 09/24/18		09/24/18	09/30/18	----F--					1	\$75.00		0.00			
E 19	KLSR	10/01/18	10/01/18	M-F Oregon's News @ 10p M-F Oregon's News @ 10p	CM	10:00 PM-10:30 PM	M-----	: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: 10/01/18		10/01/18	10/07/18	M-----					2	\$75.00		0.00			
E 20	KLSR	10/02/18	10/02/18	M-F Oregon's News @ 10p M-F Oregon's News @ 10p	CM	10:00 PM-10:30 PM	-T-----	: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: 10/01/18		10/01/18	10/07/18	-T-----					1	\$75.00		0.00			
E 22	KLSR	09/27/18	09/27/18	M-F 1030p OR Sprts Rp Oregon's Sports Report	CM	10:30 PM-11:00 PM	---T---	:30	1	\$40.00	P-04	0.00	NM	1	\$40.00
OR SPRTS RPRT															
Target 200268 Index: 120. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/18		09/24/18	09/30/18	---T---					1	\$40.00		0.00			

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KLSR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KLSR	09/28/18	09/28/18	M-F 1030p OR Sprts RpCM Oregon's Sports Report	CM	10:30 PM-11:00 PM	----F--	:30	1	\$40.00	P-04	0.00	NM	1	\$40.00
OR SPRTS RPRT Target 200268 Index: 120. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/18	09/30/18	----F--	1		\$40.00		0.00						
E 24	KLSR	10/01/18	10/01/18	M-F 1030p OR Sprts RpCM Oregon's Sports Report	CM	10:30 PM-11:00 PM	-----	:30	1	\$40.00	P-04	0.00	NM	1	\$40.00
OR SPRTS RPRT Target 200268 Index: 120. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/18	10/07/18	M-----	1		\$40.00		0.00						
E 25	KLSR	10/02/18	10/02/18	M-F 1030p OR Sprts RpCM Oregon's Sports Report	CM	10:30 PM-11:00 PM	-T-----	:30	1	\$40.00	P-04	0.00	NM	1	\$40.00
OR SPRTS RPRT Target 200268 Index: 120. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/18	10/07/18	-T-----	1		\$40.00		0.00						
E 26	KLSR	09/29/18	09/29/18	Sa-Su 10p-1030pKVAL/NWN Sa KVAL News on Fox 10p	CM	10:00 PM-10:30 PM	-----S-	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
KVAL NW-10-FOX Target 200268 Index: 118. Nielsen: 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/18	09/30/18	-----S-	1		\$60.00		0.00						
E 27	KLSR	09/30/18	09/30/18	Su 8a-9a Fox News Fox News Sunday	CM	8:00 AM-9:00 AM	-----S	:30	1	\$25.00	P-04	0.00	NM	1	\$25.00
FOX NWS SUNDAY Target 200268 Index: 115. Nielsen: 0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/18	09/30/18	-----S	1		\$25.00		0.00						
E 28	KLSR	09/30/18	09/30/18	NFL Sun Late Game NFL Late Game	GME	10:00 AM-1:00 PM	-----S	:30	1	\$550.00	P-04	0.00	NM	1	\$550.00
NFL Target 200268 Index: 114. 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:		09/24/18	09/30/18	-----S	1		\$550.00		0.00						
E 29	KLSR	09/30/18	09/30/18	NFL Sun Late Game NFL Late Game	GME	1:05 PM-4:05 PM	-----S	:30	1	\$550.00	P-04	0.00	NM	1	\$550.00
NFL 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:		09/24/18	09/30/18	-----S	1		\$550.00		0.00						
E 30	KLSR	09/30/18	09/30/18	Sa-Su 10p-1030pKVAL/NWN Su KVAL News on Fox 10p	CM	10:00 PM-10:30 PM	-----S	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
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:		09/24/18	09/30/18	-----S	1		\$60.00		0.00						
													Totals	34	\$2,260.00