

ORDER



Orders
Order / Rev: 25218
Alt Order #: 26141238
Product Desc: Candidate
Estimate: 5021
Flight Dates: 10/24/18 - 10/30/18
Original Date / Rev: 08/31/18 / 10/29/18
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	10/28/18	24	\$1,575.00	\$1,338.75
10/29/18	10/30/18	16	\$765.00	\$650.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	24	\$1,575.00	\$1,338.75	0.00
November 2018	16	\$765.00	\$650.25	0.00
Totals	40	\$2,340.00	\$1,989.00	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

Order Share	Share	Total
KLSR	5%	\$2,340.00
Market	100%	\$46,800.00

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%	\$44,460.00

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:		10/22/18	10/28/18	--W----					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		5:00 PM-6:00 PM	--W-----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
2	KLSR	10/22/18-10/28/18		M-F 5p-6p		5:00 PM-6:00 PM	--W-----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
E 12	KLSR	10/25/18	10/25/18	M-F 5p-6p	CM	5:00 PM-6:00 PM	---T---	:30	2	\$60.00	P-04	0.00	NM	3	\$180.00
People's Court															
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		5:00 PM-6:00 PM	---Th----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
2	KLSR	10/22/18-10/28/18		M-F 5p-6p		5:00 PM-6:00 PM	---Th----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
3	KLSR	10/24/18-10/24/18		Wed 9p-10p		9:00 PM-10:00 PM	--W-----	:30		\$60.00		0.00	NM		
Ⓜ MG for 13.1,13.2,11.1,12.2,11.2,12.1															
4	KLSR	10/24/18-10/24/18		Wed 9p-10p		9:00 PM-10:00 PM	--W-----	:30		\$60.00		0.00	NM		
Ⓜ MG for 13.1,13.2,11.1,12.2,11.2,12.1															
5	KLSR	10/24/18-10/24/18		Wed 9p-10p		9:00 PM-10:00 PM	--W-----	:30		\$60.00		0.00	NM		
Ⓜ MG for 13.1,13.2,11.1,12.2,11.2,12.1															
6	KLSR	10/26/18-10/26/18		Fri 9p-10p		9:00 PM-10:00 PM	-----F----	:30		(\$60.00)		0.00	NM		
Ⓜ Credited															
7	KLSR	10/26/18-10/26/18		Fri 9p-10p		9:00 PM-10:00 PM	-----F----	:30		(\$60.00)		0.00	NM		
Ⓜ Credited															
8	KLSR	10/26/18-10/26/18		Fri 9p-10p		9:00 PM-10:00 PM	-----F----	:30		(\$60.00)		0.00	NM		
Ⓜ Credited															
E 13	KLSR	10/26/18	10/26/18	M-F 5p-6p	CM	5:00 PM-6:00 PM	----F--	:30	2	\$60.00	P-04	0.00	NM	0	\$0.00
People's Court															
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	----F--					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		5:00 PM-6:00 PM	----F----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
2	KLSR	10/22/18-10/28/18		M-F 5p-6p		5:00 PM-6:00 PM	----F----	:30		(\$60.00)		0.00	NM		
See MG 12.3,12.4,12.5,12.6,12.7,12.8 [Program Change]															
E 14	KLSR	10/29/18	10/29/18	M-F 5p-6p	CM	5:00 PM-6:00 PM	M-----	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
People's Court															
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:		10/29/18	11/04/18	M-----					2	\$60.00		0.00			
E 15	KLSR	10/30/18	10/30/18	M-F 5p-6p	CM	5:00 PM-6:00 PM	-T-----	:30	2	\$60.00	P-04	0.00	NM	2	\$120.00
People's Court															
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:		10/29/18	11/04/18	-T-----					2	\$60.00		0.00			
E 16	KLSR	10/24/18	10/24/18		NWN	10:00 PM-10:30 PM	PI--W----	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00

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KLSR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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:		10/22/18	10/28/18	-----S-			1			\$60.00		0.00			
E 27	KLSR	10/28/18	10/28/18	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:		10/22/18	10/28/18	-----S			1			\$25.00		0.00			
E 28	KLSR	10/28/18	10/28/18	NFL Sun Late Game NFL Late Game	GME	1:05 PM-4:05 PM	-----S	:30	1	\$550.00	P-02	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:		10/22/18	10/28/18	-----S			1			\$550.00		0.00			
E 29	KLSR	10/28/18	10/28/18	Sa-Su 10p-1030pKVAL/NW Su KVAL News on Fox 10p	NW	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:		10/22/18	10/28/18	-----S			1			\$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		Sa-Su 10p-1030pKVAL/News		10:00 PM-10:30 P	-----Su	:30		(\$60.00)		0.00	NM		
See MG 29.2															
[No Avail]															
2	KLSR	10/27/18-10/27/18		Sa 9p-10p		9:00 PM-10:00 PM	-----Sa--	:30		\$60.00		0.00	NM		
(M) MG for 29.1 10/28															
													Totals	40	\$2,340.00