

# ORDER



**Orders**  
**Order / Rev:** 25917  
**Alt Order #:** 26223854  
**Product Desc:** Candidate  
**Estimate:** 5029  
**Flight Dates:** 10/17/18 - 10/23/18  
**Original Date / Rev:** 10/16/18 / 10/16/18  
**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	45	\$2,720.00	\$2,312.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	45	\$2,720.00	\$2,312.00	0.00
<b>Totals</b>	<b>45</b>	<b>\$2,720.00</b>	<b>\$2,312.00</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**

	Share	Total
KLSR	4%	\$2,720.00
Market	100%	\$68,000.00

**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	96%	\$65,280.00

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		CM	7:00 AM-8:00 AM	--W----	:30	2	\$15.00	P-04	0.00	NM	0	\$0.00

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Advertiser: Knute Buehler for Governor  
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KLSR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F KVAL News/Fox 7a-8a											
				M-F KVAL News on Fox											
				KVAL NWS FOX											
				Target 200345 Index: 120. Nielsen: 0.6											
		<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		\$15.00	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 KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	--W-----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
2	KLSR	10/15/18-10/21/18		M-F KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	--W-----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
E 2	KLSR	10/18/18	10/18/18	M-F KVAL News/Fox 7a-8a	CM	7:00 AM-8:00 AM	---T---	:30	2	\$15.00	P-04	0.00	NM	0	\$0.00
				M-F KVAL News on Fox											
				KVAL NWS FOX											
				Target 200345 Index: 120. Nielsen: 0.6											
		<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		\$15.00	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 KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	---Th----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
2	KLSR	10/15/18-10/21/18		M-F KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	---Th----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
E 3	KLSR	10/19/18	10/19/18	M-F KVAL News/Fox 7a-8a	CM	7:00 AM-8:00 AM	----F--	:30	2	\$15.00	P-04	0.00	NM	0	\$0.00
				M-F KVAL News on Fox											
				KVAL NWS FOX											
				Target 200345 Index: 120. Nielsen: 0.6											
		<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		\$15.00	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 KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	----F----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
2	KLSR	10/15/18-10/21/18		M-F KVAL News/Fox 7a-8a		7:00 AM-8:00 AM	----F----	:30	<del>(\$15.00)</del>	0.00	NM				
				See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12											
				[No Avail]											
E 4	KLSR	10/22/18	10/22/18	M-F KVAL News/Fox 7a-8a	CM	7:00 AM-8:00 AM	M-----	:30	2	\$15.00	P-04	0.00	NM	10	\$150.00
				M-F KVAL News on Fox											
				KVAL NWS FOX											
				Target 200345 Index: 120. Nielsen: 0.6											
		<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		\$15.00	0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	KLSR	10/22/18	10/22/18	M-F KVAL News/Fox 7a-8a M-F KVAL News on Fox	CM	7:00 AM-8:00 AM	M-----	:30	2	\$15.00	P-04	0.00	NM	10	\$150.00
KVAL NWS FOX Target 200345 Index: 120. Nielsen: 0.6															
		<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		\$15.00		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 KVAL News/Fox 7a-8a See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12 [No Avail]	7:00 AM-8:00 AM		M-----	:30		<del>(\$15.00)</del>		0.00	NM		
2	KLSR	10/22/18-10/28/18		M-F KVAL News/Fox 7a-8a See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12 [No Avail]	7:00 AM-8:00 AM		M-----	:30		<del>(\$15.00)</del>		0.00	NM		
3	KLSR	10/17/18-10/23/18		M-F 9a-10a Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	9:00 AM-10:00 AM		M-----	:30		\$15.00		0.00	NM		
4	KLSR	10/17/18-10/23/18		M-F 9a-10a Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	9:00 AM-10:00 AM		M-----	:30		\$15.00		0.00	NM		
5	KLSR	10/17/18-10/23/18		M-F 9a-10a Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	9:00 AM-10:00 AM		-----F----	:30		\$15.00		0.00	NM		
6	KLSR	10/19/18-10/19/18		M-F 9a-10a Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	9:00 AM-10:00 AM		-----F----	:30		\$15.00		0.00	NM		
7	KLSR	10/17/18-10/23/18		M-F 9a-10a Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	9:00 AM-10:00 AM		-T-----	:30		\$15.00		0.00	NM		
8	KLSR	10/17/18-10/23/18		M-F 3p-4p Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	3:00 PM-4:00 PM		M-----	:30		\$15.00		0.00	NM		
9	KLSR	10/17/18-10/23/18		M-F 3p-4p Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	3:00 PM-4:00 PM		M-----	:30		\$15.00		0.00	NM		
10	KLSR	10/17/18-10/23/18		M-F 3p-4p Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	3:00 PM-4:00 PM		-----F----	:30		\$15.00		0.00	NM		
11	KLSR	10/17/18-10/23/18		M-F 3p-4p Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	3:00 PM-4:00 PM		-----F----	:30		\$15.00		0.00	NM		
12	KLSR	10/17/18-10/23/18		M-F 3p-4p Ⓜ MG for 2.1,3.1,4.2,1.1,5.1,5.2,1.2,2.2,3.2,4.1	3:00 PM-4:00 PM		-T-----	:30		\$15.00		0.00	NM		
E 5	KLSR	10/23/18	10/23/18	M-F KVAL News/Fox 7a-8a M-F KVAL News on Fox	CM	7:00 AM-8:00 AM	-T-----	:30	2	\$15.00	P-04	0.00	NM	0	\$0.00
KVAL NWS FOX Target 200345 Index: 120. Nielsen: 0.6															
		<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		\$15.00		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 KVAL News/Fox 7a-8a See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12 [No Avail]	7:00 AM-8:00 AM		-T-----	:30		<del>(\$15.00)</del>		0.00	NM		
2	KLSR	10/22/18-10/28/18		M-F KVAL News/Fox 7a-8a See MG 4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12 [No Avail]	7:00 AM-8:00 AM		-T-----	:30		<del>(\$15.00)</del>		0.00	NM		
E 6	KLSR	10/19/18	10/19/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	---F--	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
THE REAL Target 200345 Index: 116. Nielsen: 0.1															
		<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--	1		\$15.00		0.00						
E 7	KLSR	10/22/18	10/22/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	M-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
THE REAL Target 200345 Index: 116. Nielsen: 0.1															
		<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	M-----	1		\$15.00		0.00						
E 8	KLSR	10/19/18	10/19/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	---F--	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00

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KLSR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE REAL															
Target 200345 Index: 116. Nielsen: 0.1															
		<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--					1	\$15.00		0.00			
E 9	KLSR	10/22/18	10/22/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	M-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
THE REAL															
Target 200345 Index: 116. Nielsen: 0.1															
		<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	M-----					1	\$15.00		0.00			
E 10	KLSR	10/23/18	10/23/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	M-T-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
THE REAL															
Target 200345 Index: 116. Nielsen: 0.1															
		<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	-T-----					1	\$15.00		0.00			
E 11	KLSR	10/22/18	10/22/18	M-F 3p-4p Judge Greg Mathis	CM	3:00 PM-4:00 PM	M-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
JUDGE MATHIS															
Target 200345 Index: 119. Nielsen: 0.2															
		<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	M-----					1	\$15.00		0.00			
E 12	KLSR	10/23/18	10/23/18	M-F 3p-4p Judge Greg Mathis	CM	3:00 PM-4:00 PM	-T-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
JUDGE MATHIS															
Target 200345 Index: 119. Nielsen: 0.2															
		<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	-T-----					1	\$15.00		0.00			
E 13	KLSR	10/19/18	10/19/18	M-F 3p-4p Judge Greg Mathis	CM	3:00 PM-4:00 PM	----F--	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
JUDGE MATHIS															
Target 200345 Index: 119. Nielsen: 0.2															
		<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	----F--					1	\$15.00		0.00			
E 14	KLSR	10/22/18	10/22/18	M-F 3p-4p Judge Greg Mathis	CM	3:00 PM-4:00 PM	M-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
JUDGE MATHIS															
Target 200345 Index: 119. Nielsen: 0.2															
		<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	M-----					1	\$15.00		0.00			
E 15	KLSR	10/23/18	10/23/18	M-F 3p-4p Judge Greg Mathis	CM	3:00 PM-4:00 PM	-T-----	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
JUDGE MATHIS															
Target 200345 Index: 119. Nielsen: 0.2															
		<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	-T-----					1	\$15.00		0.00			
E 16	KLSR	10/17/18	10/17/18	M-F Oregon's News @ 7 M-F Oregon's News at 7p	CM	7:00 PM-7:30 PM	--W----	:30	1	\$45.00	P-04	0.00	NM	0	\$0.00
OREGONS NW@7<															
Target 200345 Index: 98. Nielsen: 0.6															
		<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	\$45.00		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 Oregon's News @ 7		7:00 PM-7:30 PM	--W-----	:30		<del>(\$45.00)</del>		0.00	NM		
See MG 17.3,17.4,17.5															
[No Avail]															
E 17	KLSR	10/18/18	10/18/18	M-F Oregon's News @ 7 M-F Oregon's News at 7p	CM	7:00 PM-7:30 PM	---T---	:30	2	\$45.00	P-04	0.00	NM	3	\$315.00
OREGONS NW@7<															
Target 200345 Index: 98. Nielsen: 0.6															
		<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	\$45.00		0.00			





