

ORDER



Orders
Order / Rev: 25395
Alt Order #: 26148812
Product Desc: Candidate
Estimate: 5209
Flight Dates: 09/26/18 - 10/02/18
Original Date / Rev: 09/13/18 / 09/13/18
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	16	\$725.00	\$616.25
10/01/18	10/02/18	8	\$270.00	\$229.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	16	\$725.00	\$616.25	0.00
October 2018	8	\$270.00	\$229.50	0.00
Totals	24	\$995.00	\$845.75	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	8%	\$995.00
Market	100%	\$12,437.50

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	92%	\$11,442.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Advertiser:	Knute Buehler for Governor
Product Desc:	Candidate
Estimate:	5209

KLSR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KLSR	09/26/18	09/26/18	M-F KVAL News/Fox 7a M-F KVAL News on Fox 7a	W	7:00 AM-8:00 AM	--W----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
KVAL NWS FOX Target 200268 Index: 109. 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:		09/24/18	09/30/18	--W----		1		\$10.00		0.00					
E 2	KLSR	09/27/18	09/27/18	M-F KVAL News/Fox 7a M-F KVAL News on Fox 7a	W	7:00 AM-8:00 AM	---T---	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
KVAL NWS FOX Target 200268 Index: 109. 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:		09/24/18	09/30/18	---T---		1		\$10.00		0.00					
E 3	KLSR	09/28/18	09/28/18	M-F KVAL News/Fox 7a M-F KVAL News on Fox 7a	W	7:00 AM-8:00 AM	----F--	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
KVAL NWS FOX Target 200268 Index: 109. 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:		09/24/18	09/30/18	----F--		1		\$10.00		0.00					
E 4	KLSR	10/01/18	10/01/18	M-F KVAL News/Fox 7a M-F KVAL News on Fox 7a	W	7:00 AM-8:00 AM	M-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
KVAL NWS FOX Target 200268 Index: 109. 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:		10/01/18	10/07/18	M-----		1		\$10.00		0.00					
E 5	KLSR	10/02/18	10/02/18	M-F KVAL News/Fox 7a M-F KVAL News on Fox 7a	W	7:00 AM-8:00 AM	-T-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
KVAL NWS FOX Target 200268 Index: 109. 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:		10/01/18	10/07/18	-T-----		1		\$10.00		0.00					
E 6	KLSR	09/26/18	09/26/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	--W----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
THE REAL Target 200268 Index: 130. 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	--W----		1		\$10.00		0.00					
E 7	KLSR	09/27/18	09/27/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	---T---	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
THE REAL Target 200268 Index: 130. 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	---T---		1		\$10.00		0.00					
E 8	KLSR	09/28/18	09/28/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	----F--	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
THE REAL Target 200268 Index: 130. 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	----F--		1		\$10.00		0.00					
E 9	KLSR	10/01/18	10/01/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	M-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
THE REAL Target 200268 Index: 130. Nielsen: 0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/18	10/07/18	M-----		1		\$10.00		0.00					
E 10	KLSR	10/02/18	10/02/18	M-F 9a-10a The Real	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
THE REAL Target 200268 Index: 130. Nielsen: 0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/18	10/07/18	-T-----		1		\$10.00		0.00					
E 11	KLSR	09/26/18	09/26/18	M-F 10a-11a Wendy Williams	CM	10:00 AM-11:00 AM	A--W----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
WENDY WILLIAMS															

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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: 117. 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: 09/24/18		09/24/18	09/30/18	--W----					1	\$10.00		0.00			
E 12	KLSR	09/27/18	09/27/18	M-F 10a-11a Wendy Williams	CM	10:00 AM-11:00 AM	---T---	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
WENDY WILLIAMS															
Target 200268 Index: 117. 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: 09/24/18		09/24/18	09/30/18	---T---					1	\$10.00		0.00			
E 13	KLSR	09/28/18	09/28/18	M-F 10a-11a Wendy Williams	CM	10:00 AM-11:00 AM	----F--	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
WENDY WILLIAMS															
Target 200268 Index: 117. 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: 09/24/18		09/24/18	09/30/18	----F--					1	\$10.00		0.00			
E 14	KLSR	10/01/18	10/01/18	M-F 10a-11a Wendy Williams	CM	10:00 AM-11:00 AM	-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
WENDY WILLIAMS															
Target 200268 Index: 117. 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: 10/01/18		10/01/18	10/07/18	M-----					1	\$10.00		0.00			
E 15	KLSR	10/02/18	10/02/18	M-F 10a-11a Wendy Williams	CM	10:00 AM-11:00 AM	MT-----	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
WENDY WILLIAMS															
Target 200268 Index: 117. 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: 10/01/18		10/01/18	10/07/18	-T-----					1	\$10.00		0.00			
E 16	KLSR	09/26/18	09/26/18	M-F 4p-5p Hot Bench	CM	4:00 PM-5:00 PM	--W----	:30	1	\$20.00	P-02	0.00	NM	1	\$20.00
VARIOUS															
Target 200268 Index: 114. Nielsen: 0.8															
		<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	\$20.00		0.00			
E 17	KLSR	09/27/18	09/27/18	M-F 4p-5p Hot Bench	CM	4:00 PM-5:00 PM	---T---	:30	1	\$20.00	P-02	0.00	NM	1	\$20.00
VARIOUS															
Target 200268 Index: 114. Nielsen: 0.8															
		<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	\$20.00		0.00			
E 18	KLSR	09/28/18	09/28/18	M-F 4p-5p Hot Bench	CM	4:00 PM-5:00 PM	----F--	:30	1	\$20.00	P-02	0.00	NM	1	\$20.00
VARIOUS															
Target 200268 Index: 114. Nielsen: 0.8															
		<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	\$20.00		0.00			
E 19	KLSR	10/02/18	10/02/18	M-F 4p-5p Hot Bench	CM	4:00 PM-5:00 PM	-T-----	:30	1	\$20.00	P-02	0.00	NM	1	\$20.00
VARIOUS															
Target 200268 Index: 114. Nielsen: 0.8															
		<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	\$20.00		0.00			
E 20	KLSR	10/01/18	10/01/18	Mon 8p-9p The Resident	CM	8:00 PM-9:00 PM	M-----	:30	1	\$190.00	P-04	0.00	NM	1	\$190.00
AVG. ALL WKS															
Target 200268 Index: 110. Nielsen: 2.8															
		<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	\$190.00		0.00			
E 21	KLSR	09/29/18	09/29/18	College Football Game College Football Game	GME	1:30 PM-5:00 PM (1:30 PM-5:00 PM)	-----S-	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
AVG. ALL WKS															
Target 200268 Index: 109. 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	-----S-					1	\$200.00		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 22	KLSR	09/29/18	09/29/18	College Football Game College Football Game	GME	5:00 PM-8:30 PM (5:00 PM-8:30 PM)	-----S-	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
AVG. ALL WKS Target 200268 Index: 119. Nielsen: 0.3															
		<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	-----S-	1		\$200.00		0.00						
E 23	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		09/24/18	09/30/18	-----S	1		\$25.00		0.00						
E 24	KLSR	09/30/18	09/30/18	NFL RS Pre-Game Show NFL Pre-Game Show	PRE	9:00 AM-10:00 AM	-----S	:30	1	\$150.00	P-02	0.00	NM	1	\$150.00
MATTER-O'BRIEN/IN DEPTH W GB Target 200268 Index: 118. 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: 09/24/18		09/24/18	09/30/18	-----S	1		\$150.00		0.00						
													Totals	24	\$995.00