

## ORDER



**Orders**  
**Order / Rev:** 776446  
**Alt Order #:** 7435300  
**Product Desc:** ROBERTS FOR SENATE  
**Estimate:** 2254  
**Flight Dates:** 10/13/14 - 10/19/14  
**Original Date / Rev:** 10/10/14 / 10/10/14  
**Order Type:** GENERAL

**Primary AE:** Teresa DiFuria  
**Sales Office:** PHI-T  
**Sales Region:** NAT

**Agency Name:** Crossroads Media, LLC.  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

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

**Advertiser Name:** Roberts, Pat/R/KS/US Senate  
**Demographic:** A35+  
**Product Codes:** PL1Ba - US Senate/Republican  
**Priority:** 5  
**Revenue Codes:** SP-POL, CAN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/19/14	44	\$18,050.00	\$15,342.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	44	\$18,050.00	\$15,342.50	0.00
<b>Totals</b>	<b>44</b>	<b>\$18,050.00</b>	<b>\$15,342.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa DiFuria			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WDAF-TV	19%	\$18,050.00
Market	100%	\$95,000.00

## Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCTV	34%	\$32,300.00
KCWE	5%	\$4,750.00
KMBC	26%	\$24,700.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	16%	\$15,200.00
KSMO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	10/17/14	10/17/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	----F--	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	----F--	1		\$150.00		0.00						
N 2	4	10/17/14	10/17/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	----F--	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	----F--	1		\$150.00		0.00						
N 3	4	10/17/14	10/17/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$135.00	5	0.00	NM	1	\$135.00

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 Alt Order #: 7435300  
 Flight Dates: 10/13/14 - 10/19/14

Advertiser: Roberts, Pat/R/KS/US Senate  
 Product Desc: ROBERTS FOR SENATE  
 Estimate: 2254

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	4	10/17/14	10/17/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$135.00		0.00			
N 4	4	10/17/14	10/17/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	1	\$255.00	3	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$255.00		0.00			
N 5	4	10/17/14	10/17/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$375.00		0.00			
N 6	4	10/17/14	10/17/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$750.00		0.00			
N 7	4	10/17/14	10/17/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	----F--	:30	1	\$125.00	5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$125.00		0.00			
N 8	4	10/17/14	10/17/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$1,000.00		0.00			
N 9	4	10/17/14	10/17/14	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$500.00	3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	----F--					1	\$500.00		0.00			
N 10	4	10/13/14	10/13/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$150.00		0.00			
N 11	4	10/13/14	10/13/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$150.00		0.00			
N 12	4	10/13/14	10/13/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$135.00		0.00			
N 13	4	10/13/14	10/13/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	M-----	:30	1	\$125.00	5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$125.00		0.00			
N 14	4	10/13/14	10/13/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$255.00	3	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$255.00		0.00			
N 15	4	10/13/14	10/13/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$375.00		0.00			
N 16	4	10/13/14	10/13/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$750.00	3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$750.00		0.00			
N 17	4	10/13/14	10/13/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Product Desc: ROBERTS FOR SENATE  
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WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	4	10/13/14	10/13/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$1,000.00		0.00			
N18	4	10/13/14	10/13/14	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,200.00	5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$1,200.00		0.00			
N19	4	10/13/14	10/13/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$500.00	5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$500.00		0.00			
N20	4	10/19/14	10/19/14	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$300.00	5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S					1	\$300.00		0.00			
N21	4	10/16/14	10/16/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	---T---	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$150.00		0.00			
N22	4	10/16/14	10/16/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---T---	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$150.00		0.00			
N23	4	10/16/14	10/16/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$135.00		0.00			
N24	4	10/16/14	10/16/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	---T---	:30	1	\$125.00	5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$125.00		0.00			
N25	4	10/16/14	10/16/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	1	\$255.00	3	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$255.00		0.00			
N26	4	10/16/14	10/16/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$375.00		0.00			
N27	4	10/16/14	10/16/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	---T---	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$1,000.00		0.00			
N28	4	10/16/14	10/16/14	Thursday Prime A FOX Prime Thursday 7-8p	CM-All	7p-8p	---T---	:30	1	\$1,400.00	5	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---					1	\$1,400.00		0.00			
N29	4	10/14/14	10/14/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----					1	\$150.00		0.00			
N30	4	10/14/14	10/14/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	-T-----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----					1	\$150.00		0.00			
N31	4	10/14/14	10/14/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N31	4	10/14/14	10/14/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$135.00		0.00			
N32	4	10/14/14	10/14/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	-T-----	:30	1	\$125.00	5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$125.00		0.00			
N33	4	10/14/14	10/14/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	-T-----	:30	1	\$255.00	3	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$255.00		0.00			
N34	4	10/14/14	10/14/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$375.00		0.00			
N35	4	10/14/14	10/14/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$1,000.00		0.00			
N36	4	10/14/14	10/14/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$500.00	5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-T-----					1	\$500.00		0.00			
N37	4	10/15/14	10/15/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	--W----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$150.00		0.00			
N38	4	10/15/14	10/15/14	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	--W----	:30	1	\$150.00	5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$150.00		0.00			
N39	4	10/15/14	10/15/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$135.00	5	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$135.00		0.00			
N40	4	10/15/14	10/15/14	M-F 2-3p M-F 2-3p	CM-All	2-3p	--W----	:30	1	\$125.00	5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$125.00		0.00			
N41	4	10/15/14	10/15/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$255.00	3	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$255.00		0.00			
N42	4	10/15/14	10/15/14	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$375.00		0.00			
N43	4	10/15/14	10/15/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$1,000.00	5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$1,000.00		0.00			
N44	4	10/15/14	10/15/14	Wednesday Prime B FOX Prime Wednesday 8-9p	CM-All	8p-9p	--W----	:30	1	\$1,200.00	5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	--W----					1	\$1,200.00		0.00			
													Totals	44	\$18,050.00