

ORDER

**KSDK**

Orders
Order / Rev: 1253664
Alt Order #: WOC10407157
Product Desc: Media
Estimate: 93
Flight Dates: 06/07/16 - 06/13/16
Original Date / Rev: 06/06/16 / 06/15/16
Order Type: General

Primary AE: Alicia Elsner
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Thompson Communications, Inc./ POI
Buying Contact:
Billing Contact:
 P.O. Box 5
 Marshfield, MO 65706

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

Advertiser
Name: Missourians for John Brunner
Demographic: A55+
Product Codes: PL- State Governor
Priority: P03-PB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 106165
Agency External ID: 22137AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/13/16	53	\$30,475.00	\$25,903.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	53	\$30,475.00	\$25,903.75	0.00
Totals	53	\$30,475.00	\$25,903.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alicia Elsner			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	30%	\$30,475.00
Market	100%	\$101,583.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	70%	\$71,108.33
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	06/07/16	06/12/16	Meet the Press Meet the Press	CM	Meet the Press	-----1	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/06/16	06/12/16	-----1		1		\$750.00		0.00					
E 2	KSDK	06/07/16	06/12/16	LN (Su) LN (Su)	CM	10-1035p	-----1	:30	1	\$1,200.00	P03-F	0.00	NM	0	\$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
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	-----1					1	\$1,200.00		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	KSDK	06/06/16-06/12/16		LN (Su)		10-1035p	-----Su	:30		(\$1,200.00)		0.00	NM		
Credited [credit spots mkgd will move to cont# 1256740]															
E 3	KSDK	06/07/16	06/13/16	Local News @ 10p M-F CM Local News @ 10p M-F		Local News @ 10p	11-1---	:30	3	\$1,200.00	P03-F	0.00	NM	3	\$3,600.00
(Program: NWS CH5-10P<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11-1---					3	\$1,200.00		0.00			
E 4	KSDK	06/07/16	06/11/16	Local News @ 9a Sa CM Sat 9-10a		9-10A	-----1-	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
(Program: NWCHNNL 5 AT 9)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	-----1-					1	\$525.00		0.00			
E 5	KSDK	06/07/16	06/13/16	Local News @ 6a M-F CM 6-7a		6-7A	11-1---	:30	3	\$550.00	P03-F	0.00	NM	2	\$1,100.00
(Program: TODAY-LOUIS-6)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11-1---					3	\$550.00		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>		
3	KSDK	06/07/16-06/13/16		Local News @ 6a M-F		6-7A	MT-Th----	:30		(\$550.00)		0.00	NM		
Credited [credit spots mkgd will move to cont# 1256740]															
E 6	KSDK	06/07/16	06/11/16	LN (Sa) LN (Sa)	CM	10-1035p	-----1-	:30	1	\$1,125.00	P03-F	0.00	NM	1	\$1,125.00
(Program: NWS CH5-10P<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	-----1-					1	\$1,125.00		0.00			
E 7	KSDK	06/07/16	06/13/16	Local News @ 6p M-F CM News Channel 5 at 6P		6-630P	11-11--	:30	4	\$975.00	P03-F	0.00	NM	4	\$3,900.00
(Program: NWS CH5-6P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11-11--					4	\$975.00		0.00			
E 8	KSDK	06/07/16	06/13/16	Wheel of Frtune 630-7p CM Wheel of Fortune		630-7P	111-1--	:30	4	\$1,125.00	P03-F	0.00	NM	4	\$4,500.00
(Program: WHEEL-FORTNE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	111-1--					4	\$1,125.00		0.00			
E 9	KSDK	06/07/16	06/12/16	Local News @ 6a Su CM Sun 6-7A		6-7A	-----1	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	-----1					1	\$225.00		0.00			
E 10	KSDK	06/07/16	06/13/16	Today Show Today Show	CM	7-9a	11-1---	:30	3	\$525.00	P03-F	0.00	NM	2	\$1,050.00
(Program: TODAY SHW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11-1---					3	\$525.00		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>		
3	KSDK	06/07/16-06/13/16		Today Show		7-9a	MT-Th----	:30		(\$525.00)		0.00	NM		
Credited [credit spots mkgd will move to cont# 1256740]															
E 11	KSDK	06/07/16	06/12/16	Today Show Su CM NBC Today Show (Su)		7-8A	-----1	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	-----1					1	\$375.00		0.00			
E 12	KSDK	06/07/16	06/13/16		CM	9-10a	1-1-1--	:30	3	\$300.00	P03-F	0.00	NM	3	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show 2															
Today Show 2															
(Program: TODAY SHW2-NBC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	1- 1- 1- -					3	\$300.00		0.00			
E 13	KSDK	06/07/16	06/13/16	Local News @ 5a M-F	CM	5-6A	11- 1- - -	:30	3	\$225.00	P03-F	0.00	NM	2	\$450.00
5-6a															
(Program: TODAY-LOUIS-5/TDY-LOUIS-5.30)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11- 1- - -					3	\$225.00		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>		
3	KSDK	06/07/16-06/13/16		Local News @ 5a M-F		5-6A	MT- Th- - - - -	:30		(\$225.00)		0.00	NM		
Credited															
[credit spots mkgd will move to cont# 1256740]															
E 14	KSDK	06/07/16	06/11/16	Today Show Sa	CM	7-9A	- - - - - 1-	:30	1	\$375.00	P03-F	0.00	NM	1	\$375.00
NBC Today Show (Sa)															
(Program: SATURDAY TODAY<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	- - - - - 1-					1	\$375.00		0.00			
E 15	KSDK	06/07/16	06/13/16	Local News @ 5p M-F	CM	5-530P	111- 1- -	:30	4	\$900.00	P03-F	0.00	NM	4	\$3,600.00
News Channel 5 at 5P															
(Program: NWS CH5-5P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	111- 1- -					4	\$900.00		0.00			
E 16	KSDK	06/07/16	06/13/16	Local News @ 4p M-F	CM	4-430P	11111- -	:30	5	\$525.00	P03-F	0.00	NM	5	\$2,625.00
News Channel 5 at 4P															
(Program: NWS5 1ST@FOUR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11111- -					5	\$525.00		0.00			
E 17	KSDK	06/07/16	06/13/16	Jeopardy 430-5p	CM	430-5p	11111- -	:30	5	\$675.00	P03-F	0.00	NM	5	\$3,375.00
Jeopardy															
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11111- -					5	\$675.00		0.00			
E 18	KSDK	06/07/16	06/12/16	Local News @ 5p Su	CM	5-530P	- - - - - 1	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
News Channel 5 at 5P Sun															
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	- - - - - 1					1	\$400.00		0.00			
E 19	KSDK	06/07/16	06/12/16	Local News @ 9a Su	CM	9-10A	- - - - - 1	:30	1	\$300.00	P04-C	0.00	NM	0	\$0.00
Sun 9-10a															
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	- - - - - 1					1	\$300.00		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	KSDK	06/06/16-06/12/16		Local News @ 9a Su		9-10A	- - - - - Su	:30		(\$300.00)		0.00	NM		
Credited															
[credit mkgd will move to cont# 1256740]															
E 20	KSDK	06/07/16	06/11/16	Wheel of Frtune 630-7p	CM	630-7P	- - - - - 1-	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
Wheel of Fortune Sat															
(Program: WHEEL-FORTNE W)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/16	06/12/16	- - - - - 1-					1	\$400.00		0.00			
E 21	KSDK	06/07/16	06/13/16	Local News @ 12p M-F	CM	Noon News	11111- -	:30	5	\$150.00	P04-C	0.00	NM	5	\$750.00
News Channel 5 @ Noon															
(Program: NWS CH5-NOON)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/07/16	06/13/16	11111- -					5	\$150.00		0.00			
E 22	KSDK	06/07/16	06/11/16	Local News @ 5p Sa	CM	5-530P	- - - - - 1-	:30	1	\$350.00	P04-C	0.00	NM	2	\$350.00
News Channel 5 at 5P Sat															
(Program: NWS CH5-5 WKND)															
		<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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E 22	KSDK	06/07/16	06/11/16	Local News @ 5p Sa News Channel 5 at 5P Sat	CM	5-530P	----- 1-	:30	1	\$350.00	P04-C	0.00	NM	2	\$350.00
(Program: NWS CH5-5 WKND)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/06/16	06/12/16	----- 1-	1		\$350.00		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	KSDK	06/06/16-06/12/16		Local News @ 5p Sa	5-530P		----- Sa-	:30	(\$350.00)	0.00	NM				
See MG 22.2,22.3 [n/a due to Belmont Stakes]															
2	KSDK	06/12/16-06/12/16		Cardinals Insider	Cardinals Insider(10:00 AM-10:30-		----- Su	:30	\$200.00	0.00	NM				
Ⓜ MG for 22.1 06/11 [n/a]															
3	KSDK	06/09/16-06/10/16		Show Me St Louis 10-11a	10-11A		--- ThF----	:30	\$150.00	0.00	NM				
Ⓜ MG for 22.1 06/11 [n/a]															
E 23	KSDK	06/07/16	06/13/16	Local News @ 4a M-F 4-5A	CM	4-5A	11111--	:30	5	\$25.00	P04-C	0.00	NM	4	\$100.00
(Program: TODAY-LOUIS-4<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/07/16	06/13/16	11111--	5		\$25.00		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>				
5	KSDK	06/07/16-06/13/16		Local News @ 4a M-F	4-5A		MTWThF----	:30	(\$25.00)	0.00	NM				
Credited [credit spots mkgd will move to cont# 1256740]															
													Totals	53	\$30,475.00