

ORDER



Orders
Order / Rev: 1676872
Alt Order #: 26147861
Product Desc: TSDAT
Estimate: 6472
Flight Dates: 09/18/18 - 09/24/18
Original Date / Rev: 09/20/18 / 09/20/18
Order Type: REG

KELO Sioux Falls

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W. Pennsylvania Ave
 Towson, MD 21204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: POL/South Dakotans Against Higher 1
Demographic: A18+
Product Codes: PL6
Priority: P1
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/18	09/23/18	33	\$27,155.00	\$23,081.75
09/24/18	09/30/18	7	\$2,865.00	\$2,435.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	40	\$30,020.00	\$25,517.00	0.00
Totals	40	\$30,020.00	\$25,517.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KELO Sioux Falls	70%	\$30,020.00
Market	100%	\$42,885.71

Competitive Share

	Share	Total
AWJB	0%	\$0.00
CABLE	0%	\$0.00
KABY	0%	\$0.00
KAUN	0%	\$0.00
KCPO	0%	\$0.00
KCSD	0%	\$0.00
KDLO	0%	\$0.00
KDLT	0%	\$0.00
KDLV	0%	\$0.00
KDSD	0%	\$0.00
KESD	0%	\$0.00
KPLO	0%	\$0.00
KPRY	0%	\$0.00
KSFY	0%	\$0.00
KSMN	0%	\$0.00
KTSD	0%	\$0.00
KTTM	0%	\$0.00
KTTW	0%	\$0.00

Print Date: 09/20/18 10:58:29 Page 2 of 5

Advertiser:	<u>POL/South Dakotans Against Higher Ta</u>
Product Desc:	<u>TSDAT</u>
Estimate:	6472

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	09/18/18	09/18/18	KLTM at 430AM KELOland This Morning 430	CM	M-F 430a-5a	-T-----	:30	1	\$95.00	P1	0.00	NM	1	\$95.00
KELO NEWS 430A Target 332 Index: 114. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-T-----		1			\$95.00		0.00				
2	All	09/19/18	09/19/18	KLTM at 430AM KELOland This Morning 430	CM	M-F 430a-5a	--W----	:30	1	\$95.00	P1	0.00	NM	1	\$95.00
KELO NEWS 430A Target 332 Index: 114. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	--W----		1			\$95.00		0.00				
3	All	09/20/18	09/20/18	KLTM at 430AM KELOland This Morning 430	CM	M-F 430a-5a	---T---	:30	1	\$95.00	P1	0.00	NM	1	\$95.00
KELO NEWS 430A Target 332 Index: 114. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	---T---		1			\$95.00		0.00				
N 4	All	09/21/18	09/21/18	KLTM at 430AM KELOland This Morning 430	CM	M-F 430a-5a (4:30 AM-5:00 AM)	----F--	:30	1	\$35.00	P2	0.00	NM	1	\$35.00
KELO NEWS 430A Target 332 Index: 114. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	----F--		1			\$35.00		0.00				
N 5	All	09/24/18	09/24/18	KLTM at 430AM KELOland This Morning 430	CM	M-F 430a-5a (4:30 AM-5:00 AM)	M-----	:30	1	\$35.00	P2	0.00	NM	1	\$35.00
KELO NEWS 430A Target 332 Index: 114. Nielsen: 0.5															
		<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	M-----		1			\$35.00		0.00				
6	All	09/18/18	09/18/18	CBS This Morning Hour 2 CBS This Morning Hour 2	CM	M-F 8a-9a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
CBS THIS MORNING (8-9A) Target 332 Index: 125. Nielsen: 4.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-T-----		1			\$500.00		0.00				
7	All	09/19/18	09/19/18	CBS This Morning Hour 2 CBS This Morning Hour 2	CM	M-F 8a-9a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
CBS THIS MORNING (8-9A) Target 332 Index: 125. Nielsen: 4.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	--W----		1			\$500.00		0.00				
8	All	09/20/18	09/20/18	CBS This Morning Hour 2 CBS This Morning Hour 2	CM	M-F 8a-9a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
CBS THIS MORNING (8-9A) Target 332 Index: 125. Nielsen: 4.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	---T---		1			\$500.00		0.00				
N 9	All	09/21/18	09/21/18	CBS This Morning Hour 2 CBS This Morning Hour 2	CM	M-F 8a-9a	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
CBS THIS MORNING (8-9A) Target 332 Index: 125. Nielsen: 4.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	----F--		1			\$300.00		0.00				
N 10	All	09/24/18	09/24/18	CBS This Morning Hour 2 CBS This Morning Hour 2	CM	M-F 8a-9a	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
CBS THIS MORNING (8-9A)															

Order / Rev: 1676872
Alt Order #: 26147861
Flight Dates: 09/18/18 - 09/24/18

Advertiser: POL/South Dakotans Against Higher Tax
Product Desc: TSDAT
Estimate: 6472

KELO Sioux Falls

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 332 Index: 125. Nielsen: 4.7															
		<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	09/30/18	M-----					1	\$300.00		0.00			
N 11	All	09/23/18	09/23/18	Face the Nation Face the Nation	CM	Su 930a-10a	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
FACE NATN-CBS															
Target 332 Index: 128. Nielsen: 3.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	-----S					1	\$200.00		0.00			
12	All	09/18/18	09/18/18	Midday Midday	CM	M-F 12p-1230p	-T-----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
MIDDAY IN KELOLAND															
Target 332 Index: 131. Nielsen: 7.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	-T-----					1	\$750.00		0.00			
13	All	09/19/18	09/19/18	Midday Midday	CM	M-F 12p-1230p	--W----	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
MIDDAY IN KELOLAND															
Target 332 Index: 131. Nielsen: 7.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	--W----					1	\$750.00		0.00			
N 14	All	09/21/18	09/21/18	Midday Midday	CM	M-F 12p-1230p	----F--	:30	1	\$350.00	P1	0.00	NM	1	\$350.00
MIDDAY IN KELOLAND															
Target 332 Index: 131. Nielsen: 7.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	----F--					1	\$350.00		0.00			
N 15	All	09/24/18	09/24/18	Midday Midday	CM	M-F 12p-1230p	M-----	:30	1	\$350.00	P1	0.00	NM	1	\$350.00
MIDDAY IN KELOLAND															
Target 332 Index: 131. Nielsen: 7.3															
		<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	09/30/18	M-----					1	\$350.00		0.00			
16	All	09/18/18	09/18/18	M-F 4p-5p Dr Phil	CM	M-F 4p-5p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
DR. PHIL															
Target 332 Index: 117. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	-T-----					1	\$300.00		0.00			
17	All	09/20/18	09/20/18	M-F 4p-5p Dr Phil	CM	M-F 4p-5p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
DR. PHIL															
Target 332 Index: 117. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	---T---					1	\$300.00		0.00			
N 18	All	09/21/18	09/21/18	M-F 4p-5p Dr Phil	CM	M-F 4p-5p	----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
Target 332 Index: 117. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	----F--					1	\$150.00		0.00			
19	All	09/18/18	09/18/18	5pm News 5pm News	CM	M-F 5p-530p	-T-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
KELOLAND NEWS AT FIVE															
Target 332 Index: 122. Nielsen: 7.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	-T-----					1	\$1,200.00		0.00			
20	All	09/20/18	09/20/18	5pm News 5pm News	CM	M-F 5p-530p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
KELOLAND NEWS AT FIVE															
Target 332 Index: 122. Nielsen: 7.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	---T---					1	\$1,200.00		0.00			

KELO Sioux Falls

Order / Rev: 1676872
Alt Order #: 26147861
Flight Dates: 09/18/18 - 09/24/18

Advertiser: POL/South Dakotans Against Higher Tax
Product Desc: TSDAT
Estimate: 6472

KELO Sioux Falls

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 332 Index: 120. Nielsen: 6.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	-----S					1	\$650.00		0.00			
32	All	09/19/18	09/19/18	LN M-F KELO 10p News M-F	CM	M-F 10p-1035p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
KELO-NWS AT 10< Target 332 Index: 128. Nielsen: 8.1999999999999993															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	--W----					1	\$2,500.00		0.00			
33	All	09/20/18	09/20/18	LN M-F KELO 10p News M-F	CM	M-F 10p-1035p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
KELO-NWS AT 10< Target 332 Index: 128. Nielsen: 8.1999999999999993															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	---T---					1	\$2,500.00		0.00			
N34	All	09/21/18	09/21/18	LN M-F KELO 10p News M-F	CM	M-F 10p-1035p	----F--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
KELO-NWS AT 10< Target 332 Index: 128. Nielsen: 8.1999999999999993															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	----F--					1	\$1,200.00		0.00			
35	All	09/18/18	09/18/18	Late Late Show Late Late Show	CM	M-F 1137p-1237x	-T-----	:30	1	\$120.00	P1	0.00	NM	1	\$120.00
LT-CORDEN-CBS< Target 332 Index: 125. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	-T-----					1	\$120.00		0.00			
36	All	09/19/18	09/19/18	Late Late Show Late Late Show	CM	M-F 1137p-1237x	--W----	:30	1	\$120.00	P1	0.00	NM	1	\$120.00
LT-CORDEN-CBS< Target 332 Index: 125. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	--W----					1	\$120.00		0.00			
37	All	09/20/18	09/20/18	Late Late Show Late Late Show	CM	M-F 1137p-1237x	---T---	:30	1	\$120.00	P1	0.00	NM	1	\$120.00
LT-CORDEN-CBS< Target 332 Index: 125. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	---T---					1	\$120.00		0.00			
N38	All	09/24/18	09/24/18	Late Late Show Late Late Show	CM	M-F 1137p-1237x	M-----	:30	1	\$105.00	P1	0.00	NM	1	\$105.00
LT-CORDEN-CBS< Target 332 Index: 125. Nielsen: 0.4															
		<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	M-----					1	\$105.00		0.00			
N39	All	09/22/18	09/22/18	Sat Prime Hour 2 CRIMETIME	CM	Sa 8p-9p	-----S-	:30	1	\$350.00	P1	0.00	NM	1	\$350.00
CRIMETIME Target 332 Index: 117. Nielsen: 1.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	-----S-					1	\$350.00		0.00			
40	All	09/20/18	09/20/18	Thur Prime Hour 3 SWAT	CM	Th 9p-10p	---T---	:30	1	\$1,650.00	P1	0.00	NM	1	\$1,650.00
S.W.A.T.-CBS Target 332 Index: 115. Nielsen: 2.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/18		09/17/18	09/23/18	---T---					1	\$1,650.00		0.00			
													Totals	40	\$30,020.00