

Revised 9-26-18
ORDER



Orders
Order / Rev: 137869
Alt Order #: 26199098
Product Desc: 9/27-10/02/18 Flight
Estimate: 7228
Flight Dates: 09/27/18 - 10/02/18
Original Date / Rev: 09/25/18 / 09/26/18
Order Type: GENERAL

KNDO - KNDU
Primary AE: CHRISTIAN MUNOZ
Sales Office: K-DC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: POL/ Yes! to Affordable Groceries
Demographic: A35+
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-1

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/18	09/30/18	15	\$7,700.00	\$6,545.00
10/01/18	10/02/18	7	\$4,800.00	\$4,080.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	15	\$7,700.00	\$6,545.00	0.00
October 2018	7	\$4,800.00	\$4,080.00	0.00
Totals	22	\$12,500.00	\$10,625.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
CHRISTIAN MUNOZ	K-DC	NAT	Start Of Order - End Of Order	100%

Order Share	Share	Total
KNDO - KNDU	20%	\$12,500.00
Market	100%	\$62,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPP	0%	\$0.00
KAPP+	4%	\$2,500.00
KCYU	0%	\$0.00
KCYU+	8%	\$5,000.00
KEPR	0%	\$0.00
KFFX	0%	\$0.00
KIMA	0%	\$0.00
KIMA+	68%	\$42,500.00
KLEW	0%	\$0.00
KNDO+	0%	\$0.00
KNDU	0%	\$0.00
KVEW	0%	\$0.00
KYVE	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 137869
 Alt Order #: 26199098
 Flight Dates: 09/27/18 - 10/02/18

Advertiser: POL/ Yes! to Affordable Groceries
 Product Desc: 9/27-10/02/18 Flight
 Estimate: 7228
 KNDO - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/27/18	10/02/18	7AM M-F TODAY SHOW	CM	7-9AM	---11--	:30	2	\$400.00	P-1	0.00	NM	3	\$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: 09/24/18	09/30/18	---11--		2				\$400.00		0.00			
		Week: 10/01/18	10/07/18	1-----		1				\$400.00		0.00			
N 2	All	09/27/18	09/30/18	9AM M-F M-F 9-10AM	CM	M-F 9-10AM	---11--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<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	---11--		2				\$100.00		0.00			
N 3	All	09/27/18	10/02/18	LOCAL NEWS @ 5 M-F LOCAL NEWS @ 5PM	CM	5-5:30PM	----F--	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<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				\$1,000.00		0.00			
		Week: 10/01/18	10/07/18	M-----		1				\$1,000.00		0.00			
N 4	All	09/27/18	10/02/18	LOCAL NEWS @ 6 M-F LOCAL NEWS @ 6 M-F	CM	6-6:30PM	---T---	:30	1	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<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				\$1,200.00		0.00			
		Week: 10/01/18	10/07/18	-T-----		1				\$1,200.00		0.00			
N 5	All	09/27/18	10/02/18	630PM M-F Family Feud	CM	6:30-7PM	---TF--	:30	2	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<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	---TF--		2				\$450.00		0.00			
		Week: 10/01/18	10/07/18	M-----		1				\$450.00		0.00			
N 6	All	09/27/18	10/02/18	7PM M-F WHEEL OF FORTUNE	CM	7-7:30PM	---TF--	:30	2	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<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	---TF--		2				\$650.00		0.00			
		Week: 10/01/18	10/07/18	-T-----		1				\$650.00		0.00			
N 7	All	09/27/18	10/02/18	730PM M-F JEOPARDY	CM	7:30-8PM	---TF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<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	---TF--		2				\$850.00		0.00			
		Week: 10/01/18	10/07/18	M-----		1				\$850.00		0.00			
N 8	All	10/01/18	10/02/18	LOCAL NEWS :11@11: LOCAL NEWS :11@11: M-F	CM	11-11:35PM	-T-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<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				\$250.00		0.00			
N 9	All	09/27/18	09/30/18	LOCAL NEWS :11@11: LOCAL NEWS :11@11: SU	CM	11-11:35PM	-----S	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<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	-----S		2				\$250.00		0.00			
N 10	All	09/27/18	09/30/18	LOCAL NEWS PRIMETIME LOCAL NEWS PRIMETIME	CM	LOCAL NEWS PR	-----S-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<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	-----S-		1				\$100.00		0.00			
													Totals	22	\$12,500.00