

ORDER



Orders
Order / Rev: 2103143
Alt Order #: WOC12749273
Product Desc: 2020
Estimate: 13537
Flight Dates: 10/26/20 - 11/01/20
Original Date / Rev: 10/23/20 / 10/23/20
Order Type: RFP

KARE

Primary AE: Nile Noyes
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Red Eagle Media Group / POL
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser
Name: ISS/ Moms for Safe Neighborhoods
Demographic: A18+
Product Codes: IS-Candidate/Presidential
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 191455
Agency External ID: 20245AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	10/30/20	7	\$76,000.00	\$64,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	7	\$76,000.00	\$64,600.00	16.12
Totals	7	\$76,000.00	\$64,600.00	16.12

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nile Noyes			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$76,000.00
Market	100%	\$304,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	0%	\$0.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	75%	\$228,000.00
WCCO	0%	\$0.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/26/20	10/29/20	Rachael Ray 11a-12p Rachael Ray	CM	11a-12p	-- 11---	1:00	2	\$1,500.00	P04	0.86	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/26/20	11/01/20	-- 11---	2		\$1,500.00	0.86							
N 2	KARE	10/26/20	10/30/20	Drew Barrymore 1-2p Drew Barrymore Show	CM	1-2p	11-- 1--	1:00	3	\$1,000.00	P04	0.80	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/26/20	11/01/20	11-- 1--	3		\$1,000.00	0.80							
N 3	KARE	10/26/20	10/26/20	Mon Prime Other THE VOICE	CM	Mon Prime Other (7:00 PM-9:00 PM)	1-----	1:00	1	\$30,000.00	P04	6.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/26/20	11/01/20	1-----	1		\$30,000.00	6.00							
N 4	KARE	10/26/20	10/27/20	Tue Prime B THIS IS US	CM	8-9p	- 1-----	1:00	1	\$40,000.00	P04	6.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/26/20	11/01/20	- 1-----	1		\$40,000.00	6.00							
Totals													7	\$76,000.00	