

## ORDER



WDAF-TV

<b>Orders</b>	<b>Order / Rev:</b>	773360	
	<b>Alt Order #:</b>	07419097	
	<b>Product Desc:</b>	BROWNBAC FOR GOV	
	<b>Estimate:</b>	2169	
	<b>Flight Dates:</b>	10/01/14 - 10/08/14	<b>Primary AE:</b> Teresa DiFuria
	<b>Original Date / Rev:</b>	10/08/14 / 10/08/14	<b>Sales Office:</b> PHI-T
	<b>Order Type:</b>	GENERAL	<b>Sales Region:</b> NAT

<b>Agency</b>	<b>Name:</b>	Crossroads Media, LLC.	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		66 Canal Center Plaza	<b>Billing Cycle:</b> EOM/EOC
		Alexandria, VA 22314	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	Brownback/ R/ KS / Governor	
	<b>Demographic:</b>	A35+	<b>New Business Thru:</b>
	<b>Product Codes:</b>	PL1Ea - State Governor/Republican	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	3	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	SP-POL, CAN, POL	<b>Agency External ID:</b>

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/08/14	44	\$25,425.00	\$21,611.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	44	\$25,425.00	\$21,611.25	0.00
<b>Totals</b>	<b>44</b>	<b>\$25,425.00</b>	<b>\$21,611.25</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	26%	\$25,425.00
Market	100%	\$97,788.46

## Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCTV	26%	\$25,425.00
KCWE	5%	\$4,889.42
KMBC	27%	\$26,402.88
KMCI	0%	\$0.00
KPXE	1%	\$977.88
KSHB	15%	\$14,668.27
KSMO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/03/14	10/03/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	----1--	:30	1	\$150.005		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:		09/29/14	10/05/14	----1--			1		\$150.00		0.00				
2	4	10/03/14	10/03/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----1--	:30	1	\$135.005		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:		09/29/14	10/05/14	----1--			1		\$135.00		0.00				
3	4	10/03/14	10/03/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	----1--	:30	1	\$750.003		0.00	NM	1	\$750.00

Order / Rev: 773360  
 Alt Order #: 07419097  
 Flight Dates: 10/01/14 - 10/08/14

Advertiser: Brownback/ R/ KS / Governor  
 Product Desc: BROWNBACK FOR GOV  
 Estimate: 2169  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	4	10/03/14	10/03/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	----1--	: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: 09/29/14	10/05/14	----1--		1				\$750.00		0.00			
4	4	10/03/14	10/03/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	----1--	: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: 09/29/14	10/05/14	----1--		1				\$1,000.00		0.00			
5	4	10/03/14	10/03/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	----1--	:30	1	\$350.00	5	0.00	NM	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: 09/29/14	10/05/14	----1--		1				\$350.00		0.00			
6	4	10/03/14	10/03/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	----1--	: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: 09/29/14	10/05/14	----1--		1				\$150.00		0.00			
7	4	10/03/14	10/03/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	----1--	:30	1	\$1,000.00	3	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: 09/29/14	10/05/14	----1--		1				\$1,000.00		0.00			
8	4	10/06/14	10/06/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-----	: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: 10/06/14	10/12/14	1-----		1				\$150.00		0.00			
9	4	10/06/14	10/06/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	: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: 10/06/14	10/12/14	1-----		1				\$135.00		0.00			
10	4	10/06/14	10/06/14	M-F 5-6p M-F 5-6p	CM-All	5-6p	1-----	:30	1	\$400.00	5	0.00	NM	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: 10/06/14	10/12/14	1-----		1				\$400.00		0.00			
11	4	10/06/14	10/06/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	1-----	: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: 10/06/14	10/12/14	1-----		1				\$1,000.00		0.00			
12	4	10/06/14	10/06/14	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	1-----	: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: 10/06/14	10/12/14	1-----		1				\$1,200.00		0.00			
13	4	10/06/14	10/06/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	1-----	:30	1	\$350.00	5	0.00	NM	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: 10/06/14	10/12/14	1-----		1				\$350.00		0.00			
14	4	10/06/14	10/06/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	1-----	: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: 10/06/14	10/12/14	1-----		1				\$150.00		0.00			
15	4	10/06/14	10/06/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	1-----	:30	1	\$1,000.00	3	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: 10/06/14	10/12/14	1-----		1				\$1,000.00		0.00			
16	4	10/04/14	10/04/14	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----1-	:30	1	\$525.00	5	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----1-		1				\$525.00		0.00			
19	4	10/05/14	10/05/14	NFL Early Game NFL on FOX 12p	CM-All	12p-CC	-----1	:30	1	\$3,050.00	5	0.00	NM	1	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 773360  
 Alt Order #: 07419097  
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Advertiser: Brownback/ R/ KS / Governor  
 Product Desc: BROWNBACK FOR GOV  
 Estimate: 2169  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	4	10/05/14	10/05/14	NFL Early Game NFL on FOX 12p	CM-All	12p-CC	-----1	:30	1	\$3,050.00	5	0.00	NM	1	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----1					1	\$3,050.00		0.00			
21	4	10/05/14	10/05/14	Su 9-10p Su 9-10p	CM-All	9-10p	-----1	:30	1	\$900.00	3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----1					1	\$900.00		0.00			
22	4	10/02/14	10/02/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	---1---	: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: 09/29/14	10/05/14	---1---					1	\$150.00		0.00			
23	4	10/02/14	10/02/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---1---	: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: 09/29/14	10/05/14	---1---					1	\$135.00		0.00			
24	4	10/02/14	10/02/14	M-F 5-6p M-F 5-6p	CM-All	5-6p	---1---	:30	1	\$400.00	5	0.00	NM	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: 09/29/14	10/05/14	---1---					1	\$400.00		0.00			
25	4	10/02/14	10/02/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	---1---	: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: 09/29/14	10/05/14	---1---					1	\$1,000.00		0.00			
26	4	10/02/14	10/02/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$350.00	5	0.00	NM	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: 09/29/14	10/05/14	---1---					1	\$350.00		0.00			
27	4	10/02/14	10/02/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	---1---	: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: 09/29/14	10/05/14	---1---					1	\$150.00		0.00			
28	4	10/02/14	10/02/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	---1---	:30	1	\$1,000.00	3	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: 09/29/14	10/05/14	---1---					1	\$1,000.00		0.00			
29	4	10/07/14	10/07/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	-1-----	: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: 10/06/14	10/12/14	-1-----					1	\$150.00		0.00			
30	4	10/07/14	10/07/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-1-----	: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: 10/06/14	10/12/14	-1-----					1	\$135.00		0.00			
31	4	10/07/14	10/07/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	-1-----	: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: 10/06/14	10/12/14	-1-----					1	\$750.00		0.00			
32	4	10/07/14	10/07/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	-1-----	: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: 10/06/14	10/12/14	-1-----					1	\$1,000.00		0.00			
33	4	10/07/14	10/07/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	-1-----	:30	1	\$350.00	5	0.00	NM	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: 10/06/14	10/12/14	-1-----					1	\$350.00		0.00			
34	4	10/07/14	10/07/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	-1-----	: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: 10/06/14	10/12/14	-1-----					1	\$150.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	4	10/07/14	10/07/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	-1-----	: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: 10/06/14	10/12/14	-1-----		1			\$150.00			0.00			
35	4	10/07/14	10/07/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	-1-----	:30	1	\$1,000.00	3	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: 10/06/14	10/12/14	-1-----		1			\$1,000.00			0.00			
36	4	10/08/14	10/08/14	M-F 10-11a M-F 10-11a	CM-All	10-11a	--1----	: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: 10/06/14	10/12/14	--1----		1			\$150.00			0.00			
37	4	10/08/14	10/08/14	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--1----	: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: 10/06/14	10/12/14	--1----		1			\$135.00			0.00			
38	4	10/08/14	10/08/14	M-F 5-6p M-F 5-6p	CM-All	5-6p	--1----	:30	1	\$400.00	5	0.00	NM	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: 10/06/14	10/12/14	--1----		1			\$400.00			0.00			
39	4	10/01/14	10/01/14	M-F 6-630p M-F 6-630p	CM-All	6-630p	--1----	:30	1	\$750.00	5	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: 09/29/14	10/05/14	--1----		1			\$750.00			0.00			
40	4	10/08/14	10/08/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	--1----	:30	1	\$1,000.00	3	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: 10/06/14	10/12/14	--1----		1			\$1,000.00			0.00			
41	4	10/01/14	10/08/14	M-F 7-9a M-F 7-9a	CM-All	7-9a	--1----	:30	1	\$350.00	5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/29/14	10/05/14	--1----		1			\$350.00			0.00			
		Week: 10/06/14	10/12/14	--1----		1			\$350.00			0.00			
42	4	10/08/14	10/08/14	M-F 9-10a M-F 9-10a	CM-All	9-10a	--1----	: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: 10/06/14	10/12/14	--1----		1			\$150.00			0.00			
43	4	10/01/14	10/08/14	M-F 9-10p M-F 9-10p	CM-All	9-10p	--1----	:30	1	\$1,000.00	3	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: 09/29/14	10/05/14	--1----		1			\$1,000.00			0.00			
		Week: 10/06/14	10/12/14	--1----		1			\$1,000.00			0.00			
44	4	10/05/14	10/05/14	Su 5-6p Su 5-6p	CM-All	5-6p (5:30 PM-6:00 PM)	-----1	:30	1	\$300.00	5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----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	4	09/29/14-10/05/14	Su 5-6p		5-6p	(5:30 PM-6:00 P-----Su	:30		<del>(\$300.00)</del>		0.00	NM		
				Credited											
45	4	10/04/14	10/04/14	College Football Early College Football Early	CM-All	College Football E	-----S-	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S-		1			\$800.00			0.00			
47	4	10/05/14	10/05/14	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$225.00	5	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S		1			\$225.00			0.00			
Totals														44	\$25,425.00