

ORDER



KSDK

Orders
Order / Rev: 1285911
Alt Order #: 08343596
Product Desc: 1829/EARLY CHILD ED
Estimate:
Flight Dates: 11/05/16 - 11/08/16
Original Date / Rev: 08/11/16 / 11/09/16
Order Type: Political

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency
Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd; Ste 1240
 Sherman Oaks, CA 91403

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

Advertiser
Name: Vote Yes on 3 for Kids / ISS
Demographic: A25-54
Product Codes: IS-Issue/Non Ballot
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107713
Agency External ID: 2041AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	11	\$41,325.00	\$35,126.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	11	\$41,325.00	\$35,126.25	0.00
Totals	11	\$41,325.00	\$35,126.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	30%	\$41,325.00
Market	100%	\$137,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	16%	\$22,040.00
KETC	0%	\$0.00
KMOV	28%	\$38,570.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	26%	\$35,815.00
UNKWN	0%	\$0.00
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	11/07/16	11/08/16	Today Show	CM	7-9a	MT-----	:30	2	\$1,125.00	P02-F	0.00	NM	2	\$2,250.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	MT-----			2		\$1,125.00		0.00				
E 4	KSDK	11/07/16	11/08/16	Jeopardy 430-5p	CM	430-5p	MT-----	:30	1	\$1,650.00	P02-F	0.00	NM	0	\$0.00
Jeopardy															
		<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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 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	KSDK	11/07/16	11/08/16	Jeopardy 430-5p Jeopardy	CM	430-5p	MT-----	:30	1	\$1,650.00	P02-F	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:	11/07/16	11/13/16	MT-----		1				\$1,650.00		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	11/07/16-11/13/16		Jeopardy 430-5p		430-5p	MT-----	:30		(\$1,650.00)		0.00	NM		
	Credited [CREDIT]														
N 6	KSDK	11/07/16	11/07/16	Mon Prime Other THE VOICE	CM	7-9P THE VOICE (7:00 PM-9:00 PM)	M-----	:30	2	\$7,875.00	P02-F	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:	11/07/16	11/13/16	M-----		2				\$7,875.00		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	11/07/16-11/13/16		Mon Prime Other		7-9P THE VOICE	7:00 PM-9:00 PM	M-----	:30	(\$7,875.00)		0.00	NM		
	See MG 7.3,7.4,7.5,7.6,7.7,7.8 [\$12K is the new issue rate]														
2	KSDK	11/07/16-11/13/16		Mon Prime Other		7-9P THE VOICE	7:00 PM-9:00 PM	M-----	:30	(\$7,875.00)		0.00	NM		
	See MG 7.3,7.4,7.5,7.6,7.7,7.8 [\$12K is the new issue rate]														
N 7	KSDK	11/07/16	11/07/16	Mon Prime C SNL SPECIAL	CM	9-10P SNL SPECI	M-----	:30	2	\$6,750.00	P02-F	0.00	NM	5	\$17,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/07/16	11/13/16	M-----		2				\$6,750.00		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	11/07/16-11/13/16		Mon Prime C		9-10P SNL SPEC	M-----	:30		(\$6,750.00)		0.00	NM		
	See MG 7.3,7.4,7.5,7.6,7.7,7.8 [10250 is the new issue rate]														
2	KSDK	11/07/16-11/13/16		Mon Prime C		9-10P SNL SPEC	M-----	:30		(\$6,750.00)		0.00	NM		
	See MG 7.3,7.4,7.5,7.6,7.7,7.8 [10250 is the new issue rate]														
3	KSDK	11/07/16-11/07/16		Mon Prime Other		7-9P THE VOICE	7:00 PM-9:00 PM	M-----	:30	(\$12,000.00)		0.00	NM		
	Ⓜ Credited [CREDIT]														
4	KSDK	11/07/16-11/07/16		Mon Prime C		9-10P SNL SPEC	M-----	:30		\$10,250.00		0.00	NM		
	Ⓜ MG for 7.1,6.1,6.2,7.2 [na]														
5	KSDK	11/07/16-11/07/16		Local News @ 5p M-F		5-530P	M-----	:30		\$5,000.00		0.00	NM		
	Ⓜ MG for 7.1,6.1,6.2,7.2 [na]														
6	KSDK	11/07/16-11/07/16		Show Me St Louis 10-11a		10-11A	M-----	:30		\$350.00		0.00	NM		
	Ⓜ MG for 7.1,6.1,6.2,7.2 [na]														
7	KSDK	11/07/16-11/07/16		Ellen 3-4p		3-4p	M-----	:30		\$1,125.00		0.00	NM		
	Ⓜ MG for 7.1,6.1,6.2,7.2 [na]														
8	KSDK	11/08/16-11/08/16		Today Show 3		11a-12p	-T-----	:30		\$525.00		0.00	NM		
	Ⓜ MG for 7.1,6.1,6.2,7.2 [na]														
N 8	KSDK	11/05/16	11/05/16	Local News @ 6a Sa Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P02-F	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----S-		1				\$550.00		0.00			
N 9	KSDK	11/05/16	11/05/16	Soccer Various Soccer	CM	Various	-----S-	:30	1	\$275.00	P03-F	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----S-		1				\$275.00		0.00			
N 10	KSDK	11/06/16	11/06/16	NFL Su Night Game NFL Regular Season Football	CM	715-11p	-----S	:30	1	\$16,000.00	P02-F	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----S		1				\$16,000.00		0.00			

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N11	KSDK	11/07/16	11/07/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$5,000.00	P02-F	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	1		\$5,000.00		0.00						
													Totals	11	\$41,325.00