

# 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
<b>Totals</b>	<b>11</b>	<b>\$41,325.00</b>	<b>\$35,126.25</b>	<b>0.00</b>

**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 Today Show	CM	7-9a	MT-----	:30	2	\$1,125.00	P02-F	0.00	NM	2	\$2,250.00
		<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	MT-----		2		\$1,125.00		0.00					
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>					

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Advertiser: Vote Yes on 3 for Kids / ISS  
 Product Desc: 1829/EARLY CHILD ED  
 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		<del>(\$1,650.00)</del>		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	M-----	:30		<del>(\$7,875.00)</del>		0.00	NM		
				See MG 7.3,7.4,7.5,7.6,7.7,7.8 [\$12K is the new issue rate]		7:00 PM-9:00 PM	M-----								
	2	KSDK	11/07/16-11/13/16	Mon Prime Other		7-9P THE VOICE	M-----	:30		<del>(\$7,875.00)</del>		0.00	NM		
				See MG 7.3,7.4,7.5,7.6,7.7,7.8 [\$12K is the new issue rate]		7:00 PM-9:00 PM	M-----								
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		<del>(\$6,750.00)</del>		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		<del>(\$6,750.00)</del>		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	M-----	:30		<del>(\$12,000.00)</del>		0.00	NM		
				Ⓜ Credited [CREDIT]		7:00 PM-9:00 PM	M-----								
	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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 Estimate: \_\_\_\_\_  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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