

ORDER



Orders
Order / Rev: 1497305
Alt Order #: 08848109
Product Desc: PRITZKER FOR GOV 30S
Estimate: 43
Flight Dates: 10/31/17 - 11/03/17
Original Date / Rev: 10/30/17 / 10/30/17
Order Type: Political

KSDK

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus / POL
Buying Contact:
Billing Contact:
 100 N. 20th St. Suite 201
 Philadelphia, PA 19103

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

Advertiser
Name: JB Pritzker / Illinois Governor / D / POL
Demographic: A35+
Product Codes: PL- State Governor
Priority: P03-PB
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: 06/12/17
Order Separation: 00:15:00
Advertiser External ID: 111673
Agency External ID: 8543AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/03/17	16	\$12,000.00	\$10,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	16	\$12,000.00	\$10,200.00	0.00
Totals	16	\$12,000.00	\$10,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSDK	39%	\$12,000.00
Market	100%	\$30,769.23

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$615.38
KETC	0%	\$0.00
KMOV	33%	\$10,153.85
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	26%	\$8,000.00
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
N 1	KSDK	11/03/17	11/03/17	Local News @ 6a M-F 6-7a	CM	6-7A	----F--	:30	2	\$600.00	P03-F	0.00	NM	2	\$1,200.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/17	11/05/17	----F--	2		\$600.00		0.00						

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	11/03/17	11/03/17	Wheel of Frtune 630-7p CM Wheel of Fortune		630-7P	----F--	:30	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	----F--			1		\$1,000.00			0.00			
N 3	KSDK	11/03/17	11/03/17	Today Show Today Show	CM	7-9a	----F--	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	----F--			1		\$600.00			0.00			
N 4	KSDK	11/02/17	11/02/17	Local News @ 10p M-F CM Local News @ 10p M-F		Local News @ 10p	---T---	:30	1	\$1,400.00	P03-F	0.00	NM	1	\$1,400.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	---T---			1		\$1,400.00			0.00			
N 5	KSDK	11/02/17	11/02/17	Local News @ 6a M-F CM 6-7a	CM	6-7A	---T---	:30	2	\$600.00	P03-F	0.00	NM	2	\$1,200.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	---T---			2		\$600.00			0.00			
N 6	KSDK	11/02/17	11/02/17	Today Show Today Show	CM	7-9a	---T---	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	---T---			1		\$600.00			0.00			
N 7	KSDK	10/31/17	10/31/17	Local News @ 10p M-F CM Local News @ 10p M-F		Local News @ 10p	-T-----	:30	1	\$1,400.00	P03-F	0.00	NM	1	\$1,400.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	-T-----			1		\$1,400.00			0.00			
N 8	KSDK	10/31/17	10/31/17	Local News @ 6a M-F CM 6-7a	CM	6-7A	-T-----	:30	2	\$600.00	P03-F	0.00	NM	2	\$1,200.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	-T-----			2		\$600.00			0.00			
N 9	KSDK	10/31/17	10/31/17	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	-T-----			1		\$600.00			0.00			
N 10	KSDK	11/01/17	11/01/17	Local News @ 6a M-F CM 6-7a	CM	6-7A	--W----	:30	2	\$600.00	P03-F	0.00	NM	2	\$1,200.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	--W----			2		\$600.00			0.00			
N 11	KSDK	11/01/17	11/01/17	Wheel of Frtune 630-7p CM Wheel of Fortune		630-7P	--W----	:30	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	--W----			1		\$1,000.00			0.00			
N 12	KSDK	11/01/17	11/01/17	Today Show Today Show	CM	7-9a	--W----	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/17	11/05/17	--W----			1		\$600.00			0.00			
													Totals	16	\$12,000.00