

ORDER



KSDK

Orders
Order / Rev: 1427089
Alt Order #: 08653270
Product Desc: PRITZKER FOR IL GOV
Estimate: 6
Flight Dates: 06/06/17 - 06/12/17
Original Date / Rev: 06/05/17 / 06/05/17
Order Type: Political

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
05/29/17	06/12/17	10	\$14,300.00	\$12,155.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2017	10	\$14,300.00	\$12,155.00	0.00
Totals	10	\$14,300.00	\$12,155.00	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	27%	\$14,300.00
Market	100%	\$52,962.96

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$1,059.26
KETC	0%	\$0.00
KMOV	37%	\$19,596.30
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	34%	\$18,007.41
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	06/09/17	06/09/17	Local News @ 5p M-F	CM	5-530P	----F--	1:00	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
News Channel 5 at 5P															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		06/05/17	06/11/17	----F--		1		\$1,800.00		0.00					

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 Estimate: 6

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N 1	KSDK	06/09/17	06/09/17	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	----F--	1:00	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	----F--			1			\$1,800.00		0.00			
N 2	KSDK	06/09/17	06/09/17	Today Show Today Show	CM	7-9a	----F--	1:00	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	----F--			1			\$1,000.00		0.00			
N 3	KSDK	06/12/17	06/12/17	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	M-----	1:00	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/12/17		06/12/17	06/18/17	M-----			1			\$1,800.00		0.00			
N 4	KSDK	06/12/17	06/12/17	Today Show Today Show	CM	7-9a	M-----	1:00	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/12/17		06/12/17	06/18/17	M-----			1			\$1,000.00		0.00			
N 5	KSDK	06/08/17	06/08/17	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	---T---	1:00	1	\$1,950.00	P03-F	0.00	NM	1	\$1,950.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	---T---			1			\$1,950.00		0.00			
N 6	KSDK	06/08/17	06/08/17	Today Show Today Show	CM	7-9a	---T---	1:00	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	---T---			1			\$1,000.00		0.00			
N 7	KSDK	06/06/17	06/06/17	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	-T-----	1:00	1	\$1,950.00	P03-F	0.00	NM	1	\$1,950.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	-T-----			1			\$1,950.00		0.00			
N 8	KSDK	06/06/17	06/06/17	Today Show Today Show	CM	7-9a	-T-----	1:00	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	-T-----			1			\$1,000.00		0.00			
N 9	KSDK	06/07/17	06/07/17	Local News @ 5p M-F News Channel 5 at 5P	CM	5-530P	--W----	1:00	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	--W----			1			\$1,800.00		0.00			
N 10	KSDK	06/07/17	06/07/17	Today Show Today Show	CM	7-9a	--W----	1:00	1	\$1,000.00	P03-F	0.00	NM	1	\$1,000.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 06/05/17		06/05/17	06/11/17	--W----			1			\$1,000.00		0.00			
													Totals	10	\$14,300.00