

ORDER



KSDK

Orders
Order / Rev: 1445274
Alt Order #: 08625653
Product Desc: PRITZKER 4 GOVERNOR
Estimate: 12
Flight Dates: 07/06/17 - 07/10/17
Original Date / Rev: 07/05/17 / 07/05/17
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: P04-GB
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
06/26/17	07/10/17	23	\$13,150.00	\$11,177.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2017	23	\$13,150.00	\$11,177.50	0.00
Totals	23	\$13,150.00	\$11,177.50	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	30%	\$13,150.00
Market	100%	\$43,833.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	1%	\$438.33
KETC	0%	\$0.00
KMOV	39%	\$17,095.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	30%	\$13,150.00
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	07/10/17	07/10/17	Today Show	CM	7-9a	M-----	:30	2	\$525.00	P03-F	0.00	NM	2	\$1,050.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/10/17	07/16/17	M-----			2		\$525.00		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
N13	KSDK	07/08/17	07/08/17	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P03-F	0.00	NM	1	\$1,200.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/03/17	07/09/17	-----S-					1	\$1,200.00		0.00			
N14	KSDK	07/09/17	07/09/17	Local News @ 1030p Su LN2 (Su) Non-Football	CM	LN2 (Su) Non-Foo	-----S	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
SUNDAY LATE NEWS #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/03/17	07/09/17	-----S					1	\$600.00		0.00			
N15	KSDK	07/10/17	07/10/17	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$500.00	P04-C	0.00	NM	1	\$500.00
TONIGHT SHOW W/ JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	M-----					1	\$500.00		0.00			
N16	KSDK	07/06/17	07/06/17	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$500.00	P04-C	0.00	NM	1	\$500.00
TONIGHT SHOW W/ JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/03/17	07/09/17	---T---					1	\$500.00		0.00			
N17	KSDK	07/07/17	07/07/17	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$500.00	P04-C	0.00	NM	1	\$500.00
TONIGHT SHOW W/ JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/03/17	07/09/17	----F--					1	\$500.00		0.00			
N18	KSDK	07/09/17	07/09/17	Today Show Su NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/03/17	07/09/17	-----S					1	\$225.00		0.00			
N19	KSDK	07/06/17	07/10/17	Local News @ 4a M-F 4-5A	CM	4-5A	M--TF--	:30	1	\$25.00	P04-C	0.00	NM	1	\$25.00
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:		07/06/17	07/12/17	M--TF--					1	\$25.00		0.00			
N20	KSDK	07/06/17	07/10/17	LN (M-F) LN (M-F)	CM	10-1035p	M--TF--	:30	1	\$1,350.00	P03-F	0.00	NM	1	\$1,350.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/17	07/12/17	M--TF--					1	\$1,350.00		0.00			
													Totals	23	\$13,150.00