

## ORDER



KSDK

**Orders**  
**Order / Rev:** 1429795  
**Alt Order #:** 08658433  
**Product Desc:** PRITZKER 4 GOVERNOR  
**Estimate:** 7  
**Flight Dates:** 06/13/17 - 06/19/17  
**Original Date / Rev:** 06/12/17 / 06/15/17  
**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	06/17/17	8	\$3,950.00	\$3,357.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2017	8	\$3,950.00	\$3,357.50	0.00
<b>Totals</b>	<b>8</b>	<b>\$3,950.00</b>	<b>\$3,357.50</b>	<b>0.00</b>

## 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	24%	\$3,950.00
Market	100%	\$16,458.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	3%	\$493.75
KETC	0%	\$0.00
KMOV	32%	\$5,266.67
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	41%	\$6,747.92
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	06/15/17	06/16/17	Today Show 3	CM	11a-12p	---TF--	1:00	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show 3											
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	06/18/17	---TF--			1			\$400.00		0.00			

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 Estimate: 7  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	06/15/17	06/16/17	Today Show 3 Today Show 3	CM	11a-12p	---TF--	1:00	1	\$400.00	P03-F	0.00	NM	1	\$400.00
TODAY SHOW															
N 2	KSDK	06/15/17	06/15/17	Today Show Today Show	CM	7-9a	---T---	1:00	1	\$1,200.00	P03-F	0.00	NM	1	\$1,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/12/17	06/18/17	---T---	1		\$1,200.00		0.00						
N 3	KSDK	06/13/17	06/13/17	Today Show Today Show	CM	7-9a	-T-----	1:00	1	\$650.00	P03-F	0.00	NM	1	\$650.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/12/17	06/18/17	-T-----	1		\$650.00		0.00						
N 4	KSDK	06/14/17	06/14/17	Today Show Today Show	CM	7-9a	--W----	1:00	1	\$1,200.00	P03-F	0.00	NM	2	\$1,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/12/17	06/18/17	--W----	1		\$1,200.00		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	06/12/17-06/18/17		Today Show		7-9a	--W-----	1:00		<del>(\$1,200.00)</del>		0.00	NM		
See MG 4.2,4.3															
[Recon Preempt special report starting at 7am spots did not air per discrep report]															
2	KSDK	06/17/17-06/17/17		Local News @ 6a Sa		6-7A	-----Sa--	1:00		\$450.00		0.00	NM		
Ⓜ MG for 4.1 06/14															
[n/a]															
3	KSDK	06/17/17-06/17/17		Local News @ 6p Sa		6-630P	-----Sa--	1:00		\$750.00		0.00	NM		
Ⓜ MG for 4.1 06/14															
[n/a]															
N 5	KSDK	06/13/17	06/16/17	Local News @ 4a M-F 4-5A	CM	4-5A	-TWTF--	1:00	2	\$50.00	P03-F	0.00	NM	2	\$100.00
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	06/18/17	-TWTF--	2		\$50.00		0.00						
N 6	KSDK	06/15/17	06/16/17	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	---TF--	1:00	1	\$400.00	P03-F	0.00	NM	1	\$400.00
		<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	06/18/17	---TF--	1		\$400.00		0.00						
Totals														8	\$3,950.00