

ORDER

WDAF-TV

Orders
Order / Rev: 358659
Alt Order #: 08328434
Product Desc: YODER FOR CONGRESS
Estimate: 4598
Flight Dates: 07/25/16 - 08/02/16
Original Date / Rev: 07/28/16 / 07/28/16
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: NPHL
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser
Name: Yoder/ Rep / KS / US Congress
Demographic: A35+
Product Codes: PL3.a.ii
Priority: 04
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/29/16	6	\$4,775.00	\$4,058.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	6	\$4,775.00	\$4,058.75	0.00
Totals	6	\$4,775.00	\$4,058.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDAF-TV	26%	\$4,775.00
Market	100%	\$18,365.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	28%	\$5,142.31
KCWE	2%	\$367.31
KMBC	27%	\$4,958.65
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	17%	\$3,122.12
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	07/25/16	07/29/16	M-F 7a-9a M-F 7a-9a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	1	\$450.00	04	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:		07/25/16	07/31/16	MTWTF--	1		\$450.00	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>		

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/16	07/31/16	MTWTF--	1		\$450.00		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	4	07/25/16-07/31/16		M-F 7a-9a	8:00 AM-8:30 AM		8:00 AM-8:30 AM	MTWThF----	:30	(\$450.00)		0.00	NM		
Credited															
2	4	07/25/16	07/29/16	M-F 12p-1p M-F 12p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	MTWTF--	:30	1	\$275.00	03	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:		07/25/16	07/31/16	MTWTF--	1		\$275.00		0.00						
3	4	07/25/16	07/29/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$750.00	03	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/16	07/31/16	MTWTF--	1		\$750.00		0.00						
4	4	07/25/16	07/29/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$1,250.00	03	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/16	07/31/16	MTWTF--	1		\$1,250.00		0.00						
5	4	07/25/16	07/29/16	M-F 9p-10p M-F 9p-10p	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	MTWTF--	:30	2	\$800.00	03	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/16	07/31/16	MTWTF--	2		\$800.00		0.00						
6	4	07/25/16	07/29/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	MTWTF--	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/16	07/31/16	MTWTF--	1		\$900.00		0.00						
													Totals	6	\$4,775.00