

## ORDER



www.KCTV5.com

Kansas City

**Orders**  
**Order / Rev:** 612133  
**Alt Order #:**  
**Product Desc:** Davis for Governor 10/15-17/14 TV  
**Estimate:** 1265  
**Flight Dates:** 10/15/14 - 10/17/14  
**Original Date / Rev:** 10/15/14 / 10/15/14  
**Order Type:** GENERAL

**Primary AE:** Local House - KCTV Local House - KCTV  
**Sales Office:** KCTV  
**Sales Region:** Local

**Agency**  
**Name:** Screen Strategies Media LLC  
**Buying Contact:** Caroline Bahng  
**Billing Contact:**  
 11150 Fairfax Boulevard, Suite 505  
 Fairfax, VA 20120

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

**Advertiser**  
**Name:** Davis For Governor  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Governor  
**Priority:** PMT  
**Revenue Codes:** POL, PLC, FLT

**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
09/29/14	10/17/14	34	\$19,080.00	\$16,218.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	34	\$19,080.00	\$16,218.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$19,080.00</b>	<b>\$16,218.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House - KCTV Local Hc			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
Kansas City	38%	\$19,080.00
Market	100%	\$50,210.53

## Competitive Share

	Share	Total
KCPT	0%	\$0.00
KCWE	2%	\$1,004.21
KMBC	36%	\$18,075.79
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	11%	\$5,523.16
KSMO	0%	\$0.00
WDAF	13%	\$6,527.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KCTV	10/15/14	10/15/14	Wed 9-10pm Wed 9-10pm	CM	9-10pm	--W----	:30	1	\$2,800.00	IMP	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/13/14	10/19/14	--W----			1		\$2,800.00		0.00				
2	KCTV	10/15/14	10/15/14	M-F 3-4pm M-F 3-4pm	CM	3-4pm	--W----	:30	1	\$300.00	IMP	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/13/14	10/19/14	--W----			1		\$300.00		0.00				
3	KCTV	10/15/14	10/15/14	M-F 1137P-1235A 1137p-1238x	CM	1137p-1238x	--W----	:30	1	\$60.00	IMP	0.00	NM	1	\$60.00

Order / Rev: 612133  
Alt Order #:  
Flight Dates: 10/15/14 - 10/17/14

Advertiser: Davis For Governor  
Product Desc: Davis for Governor 10/15-17/14 TV  
Estimate: 1265

Kansas City

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KCTV	10/15/14	10/15/14	M-F 1137P-1235A 1137p-1238x	CM	1137p-1238x	--W----	:30	1	\$60.00	IMP	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	--W----		1				\$60.00		0.00			
N 4	KCTV	10/16/14	10/17/14	News @ 5am 5:00 AM-5:30 AM	CM	5a-6a (5:00 AM-5:30 AM)	---11--	:30	2	\$150.00	PMT	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$150.00		0.00			
N 5	KCTV	10/16/14	10/17/14	News @ 5am 5:30 AM-6:00 AM	CM	5a-6a (5:30 AM-6:00 AM)	---11--	:30	2	\$150.00	PMT	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$150.00		0.00			
N 6	KCTV	10/16/14	10/17/14	News @ 6-7am More in the Morning 6A	CM	6-7am	---22--	:30	4	\$225.00	IMP	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---22--		4				\$225.00		0.00			
N 7	KCTV	10/16/14	10/17/14	CBS This Morning CBS This Morning	CM	7-9am	---44--	:30	8	\$225.00	PMT	0.00	NM	8	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---44--		8				\$225.00		0.00			
N 8	KCTV	10/16/14	10/17/14	KCTV5 News 4pm KCTV5 News @ 4P	CM	4-5pm	---22--	:30	4	\$450.00	PMT	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---22--		4				\$450.00		0.00			
N 9	KCTV	10/16/14	10/17/14	KCTV5 News 5pm KCTV5 News @ 5P	CM	5-530pm	---11--	:30	2	\$750.00	FNP	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$750.00		0.00			
N 10	KCTV	10/16/14	10/17/14	KCTV5 News 6pm KCTV5 News @ 6P	CM	6-630pm	---11--	:30	2	\$850.00	FNP	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$850.00		0.00			
N 11	KCTV	10/16/14	10/17/14	M-F 630-7pm Inside Edition	CM	630-7pm	---11--	:30	2	\$650.00	FNP	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$650.00		0.00			
N 12	KCTV	10/17/14	10/17/14	Fri 8-9pm Fri 8-9pm	CM	8-9pm	----F--	:30	1	\$2,800.00	FNP	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	----F--		1				\$2,800.00		0.00			
N 13	KCTV	10/16/14	10/17/14	News @ 10pm KCTV5 News @ 10P	CM	10-1035pm	---11--	:30	2	\$1,700.00	FNP	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$1,700.00		0.00			
N 14	KCTV	10/16/14	10/17/14	M-F 1137P-1235A 1137p-1238x	CM	1137p-1238x	---11--	:30	2	\$60.00	IMP	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---11--		2				\$60.00		0.00			
													Totals	34	\$19,080.00