

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
Totals	34	\$19,080.00	\$16,218.00	0.00

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

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 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	