

ORDER



Orders
Order / Rev: 201616
 Alt Order #:
Product Desc: Hensley for Attorney General
Estimate: Est. 2834
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

Primary AE: Mike Wang
Sales Office: KSHBN
Sales Region: NAT

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact: Caroline Bahng
 11150 Fairfax Blvd. Ste. 505
 Fairfax, VA 22030

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

Advertiser Name: Hensley/Democrat/Attorney General
Demographic: A25-54
Product Codes: PL State Candidate
Priority: DEF
Revenue Code 1: AGY
Revenue Code 2: TIME SLS
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	19	\$11,950.00	\$10,157.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	19	\$11,950.00	\$10,157.50	0.00
Totals	19	\$11,950.00	\$10,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Wang	KSHBN	NAT	Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSHB-TV	25%	\$11,950.00
Market	100%	\$47,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	0%	\$0.00
KCWE	0%	\$0.00
KMBC	0%	\$0.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	0%	\$0.00
UNKWN	75%	\$35,850.00
WDAF	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	11/03/16	11/03/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	---T---	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00

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Advertiser: Hensley/Democrat/Attorney General
 Product Desc: Hensley for Attorney General
 Estimate: Est. 2834
KSHB-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	11/03/16	11/03/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	---T---	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$550.00		0.00			
N 2	KSHB	11/02/16	11/07/16	M-F Today Show M-F Today Show	CM	7-9am	M-W----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----					1	\$600.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$600.00		0.00			
N 3	KSHB	11/01/16	11/08/16	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	MT--F--	:30	2	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T--F--					2	\$200.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					2	\$200.00		0.00			
N 4	KSHB	11/03/16	11/03/16	M-F 1-2pm M-F 1-2pm	CM	1-2pm	---T---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$150.00		0.00			
N 6	KSHB	11/02/16	11/02/16	M-F 330-4pm M-F 330-4pm	CM	330-4pm	--W----	:30	1	\$800.00	FX	0.00	NM	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: 10/31/16	11/06/16	--W----					1	\$800.00		0.00			
7	KSHB	11/01/16	11/07/16	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	MTWTF--	:30	4	\$250.00	P-1	0.00	NM	5	\$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: 10/31/16	11/06/16	-TWTF--					4	\$250.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$250.00		0.00			
N 8	KSHB	11/01/16	11/04/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	-T--F--	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T--F--					2	\$1,000.00		0.00			
10	KSHB	11/03/16	11/03/16	Thursday Prime C Thursday Prime C	CM	9-10pm	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$3,000.00		0.00			
11	KSHB	11/01/16	11/01/16	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$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: 10/31/16	11/06/16	-T-----					1	\$1,500.00		0.00			
12	KSHB	11/07/16	11/07/16	M-F 1035-1135pm M-F 1035-1135pm	CM	1035-1135pm	M-----	:30	1	\$700.00	P-1	0.00	NM	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: 11/07/16	11/13/16	M-----					1	\$700.00		0.00			
													Totals	19	\$11,950.00