

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>201616</b>
	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

<b>Agency</b>	<b>Name:</b>	<b>Screen Strategies Media</b>
	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%

<b>Advertiser</b>	<b>Name:</b>	<b>Hensley/Democrat/Attorney General</b>
	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
<b>Totals</b>	<b>19</b>	<b>\$11,950.00</b>	<b>\$10,157.50</b>	<b>0.00</b>

## 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

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

## Competitive Share

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

Order / Rev: 201616  
Alt Order #:  
Flight Dates: 11/01/16 - 11/08/16

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