

# ORDER



KXLF

**Orders**  
**Order / Rev:** 730517  
**Alt Order #:** WOC12591425  
**Product Desc:** Issue  
**Estimate:** 2353  
**Flight Dates:** 10/05/20 - 10/18/20  
**Original Date / Rev:** 07/02/20 / 07/02/20  
**Order Type:** GENERAL

**Primary AE:** John Mitzel  
**Sales Office:** N-BU  
**Sales Region:** NAT

**Agency**  
**Name:** Strother Nuckels Strategies  
**Buying Contact:**  
**Billing Contact:**  
 2400 Laramie Trail  
 Austin, TX 78745

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

**Advertiser**  
**Name:** United Assoc. Plumber & Pipefitters V  
**Demographic:** A35+  
**Product Codes:** PL Non-Ballot Issue  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Advertiser External ID:** 262914  
**Agency External ID:** 121452  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/12/20	64	\$51,000.00	\$43,350.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	64	\$51,000.00	\$43,350.00	350.40
<b>Totals</b>	<b>64</b>	<b>\$51,000.00</b>	<b>\$43,350.00</b>	<b>350.40</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Mitzel	N-BU	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/05/20	10/12/20	M-F 530-7am News M-F 530-7am News (Program: MONTANA THIS MORNING)Sep-Nov AVG	CM	5:30 AM-7:00 AM	- 2222 - -	:30	8	\$500.00	P-2	2.70	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	- 2222 - -		8				\$500.00		2.70			
		Week: 10/12/20	10/18/20	2 - - - - -		2				\$500.00		2.70			
N 2	All	10/05/20	10/12/20	M-F CBS This Morning M-F CBS This Morning (Program: CBS THIS MORNING)Sep-Nov AVG	CM	7:00 AM-9:00 AM	- 2222 - -	:30	8	\$700.00	P-2	3.40	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	- 2222 - -		8				\$700.00		3.40			
		Week: 10/12/20	10/18/20	2 - - - - -		2				\$700.00		3.40			
N 3	All	10/05/20	10/11/20	CBS Sunday Morning CBS Sunday Morning (Program: CBS SUNDAY MORNING)Sep-Nov AVG	CM	7:00 AM-8:30 AM	- - - - - 1	:30	1	\$1,500.00	P-2	5.10	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: 10/05/20	10/11/20	- - - - - 1		1				\$1,500.00		5.10			
N 4	All	10/05/20	10/12/20	M-F 12pm News M-F 12pm News (Program: NOON NEWS)Sep-Nov AVG	CM	12:00 PM-12:30 PM	- 1111 - -	:30	4	\$500.00	P-2	3.40	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	- 1111 - -		4				\$500.00		3.40			
		Week: 10/12/20	10/18/20	1 - - - - -		1				\$500.00		3.40			

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Advertiser: United Assoc. Plumber & Pipefitters Vote  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	All	10/05/20	10/08/20	M-F 2-3pm M-F 2-3pm (Program: DREW BARRYMORE)Sep-Nov AVG	CM	2:00 PM-3:00 PM	- 1- 1- - -	:30	2	\$225.00	P-2	1.60	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	- 1- 1- - -					2	\$225.00		1.60			
N 6	All	10/05/20	10/12/20	M-F 4-5pm M-F 4-5pm (Program: Dr. Phil)Sep-Nov AVG	CM	4:00 PM-5:00 PM	- 1111 - -	:30	4	\$400.00	P-2	2.40	NM	5	\$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:		10/05/20	10/11/20	- 1111 - -					4	\$400.00		2.40			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$400.00		2.40			
N 7	All	10/05/20	10/12/20	M-F 530pm News M-F 530pm News (Program: 5:30P NEWS M-F)Sep-Nov AVG	CM	5:30 PM-6:00 PM	- 1111 - -	:30	4	\$1,500.00	P-2	10.50	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	- 1111 - -					4	\$1,500.00		10.50			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$1,500.00		10.50			
N 8	All	10/05/20	10/11/20	Su 530pm News Su 530pm News (Program: 5:30 NEWS SUNDAY)Sep-Nov AVG	CM	5:30 PM-6:00 PM	- - - - - 1	:30	1	\$1,200.00	P-2	10.00	NM	1	\$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:		10/05/20	10/11/20	- - - - - 1					1	\$1,200.00		10.00			
N 9	All	10/05/20	10/12/20	M-F 6-630pm M-F 6-630pm (Program: JEOPARDY)Sep-Nov AVG	CM	6:00 PM-6:30 PM	- 1111 - -	:30	4	\$1,200.00	P-2	10.10	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	- 1111 - -					4	\$1,200.00		10.10			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$1,200.00		10.10			
N 10	All	10/05/20	10/12/20	M-F 630-7pm M-F 630-7pm (Program: WHEEL OF FORTUNE)Sep-Nov AVG	CM	6:30 PM-7:00 PM	- 1111 - -	:30	4	\$1,000.00	P-2	8.20	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	- 1111 - -					4	\$1,000.00		8.20			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$1,000.00		8.20			
N 11	All	10/05/20	10/10/20	Saturday Prime B Saturday Prime B (Program: CRIMETIME SATURDAY)Sep-Nov AVG	CM	8:00 PM-9:00 PM	- - - - - 1-	:30	1	\$500.00	P-2	4.20	NM	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:		10/05/20	10/11/20	- - - - - 1-					1	\$500.00		4.20			
N 12	All	10/05/20	10/12/20	M-F 10pm News M-F 10pm News (Program: 10:00P NWS M-F)Sep-Nov AVG	CM	10:00 PM-10:35 PM	- 1111 - -	:30	4	\$1,300.00	P-2	9.80	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	- 1111 - -					4	\$1,300.00		9.80			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$1,300.00		9.80			
N 13	All	10/05/20	10/10/20	Sa 10pm News Sa 10pm News (Program: 10:00P NWS SAT)Sep-Nov AVG	CM	10:00 PM-10:35 PM	- - - - - 1-	:30	1	\$900.00	P-2	8.30	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:		10/05/20	10/11/20	- - - - - 1-					1	\$900.00		8.30			
N 14	All	10/05/20	10/11/20	Su 10pm News Su 10pm News (Program: 10:00P NWS SUN)Sep-Nov AVG	CM	10:00 PM-10:35 PM	- - - - - 1	:30	1	\$1,300.00	P-2	9.10	NM	1	\$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:		10/05/20	10/11/20	- - - - - 1					1	\$1,300.00		9.10			
N 15	All	10/05/20	10/12/20	M-F 1035-1137pm The Late Show (Program: LATE SHOW - COLBERT)Sep-Nov AVG	CM	10:35 PM-11:38 PM	- 111 - - -	:30	3	\$200.00	P-2	3.80	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:		10/05/20	10/11/20	- 111 - - -					3	\$200.00		3.80			
Week:		10/12/20	10/18/20	1 - - - - -					1	\$200.00		3.80			
N 16	All	10/05/20	10/10/20		CM	10:35 PM-11:05 PM	- - - - - 1-	:30	1	\$200.00	P-2	3.70	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 1035-1105pm															
Sa 1035-1105pm															
(Program: IN DEPTH WITH GRAHAM BESSINGER)Sep-Nov AVG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----1-			1			\$200.00		3.70			
N17	All	10/05/20	10/11/20	Su 1105pm-1205am	CM	11:05 PM-12:05 AM	-----1	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
Su 1105pm-1205am															
(Program: MADAM SECRETARY)Sep-Nov AVG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----1			1			\$150.00		1.60			
N18	All	10/05/20	10/11/20	NFL Reg Season ROS	CM	11:00 AM-5:00 PM	-----1	:30	1	\$2,500.00	P-2	7.00	NM	1	\$2,500.00
NFL Reg Season ROS (11:00 AM-5:00 PM)															
(Program: NFL DOUBLEHEADER)Sep-Nov AVG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----1			1			\$2,500.00		7.00			
													Totals	64	\$51,000.00