

ORDER



KSHB-TV

Orders
Order / Rev: 443405
Alt Order #: WOC11030072
Product Desc: Advocacy
Estimate: 4477
Flight Dates: 07/18/18 - 07/24/18
Original Date / Rev: 07/10/18 / 07/11/18
Order Type: GENERAL

Primary AE: Dan Driscoll
Sales Office: EGMIA
Sales Region: NAT

Agency
Name: Strategic Media Services Inc - Politica
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive - Suite 400
 Arlington, VA 22209

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

Advertiser
Name: Missouri Rising
Demographic: A35+
Product Codes: PL Non-Ballot Issue
Priority: DEF
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: ISS

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
06/25/18	07/24/18	47	\$19,850.00	\$16,872.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	47	\$19,850.00	\$16,872.50	0.00
Totals	47	\$19,850.00	\$16,872.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Driscoll			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
E 1	KSHB	07/18/18	07/23/18	M-F 6-7am News M-F 6-7am News (Program: 41 ACTION NEWS TODAY 6A)Sep-2017LS	CM	6-7am	1-111--	:30	4	\$325.00	P-3	0.00	NM	4	\$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:		07/18/18	07/24/18	1-111--					4	\$325.00		0.00			
E 2	KSHB	07/18/18	07/24/18	M-F Today Show M-F Today Show (Program: NBC TODAY SHOW)Sep-2017LS	CM	7-9am	111-1--	:30	4	\$325.00	P-3	0.00	NM	4	\$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:		07/18/18	07/24/18	111-1--					4	\$325.00		0.00			
E 3	KSHB	07/18/18	07/21/18	Sa 7-8am News Sa 7-8am News (Program: 41 ACTION NEWS TODAY WEEKEND)Sep-2017LS	CM	7-8am	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1-					1	\$225.00		0.00			
E 4	KSHB	07/18/18	07/22/18	Su 8-9am News Su 8-9am News (Program: 41 ACTION NEWS TODAY WEEKEND)Sep-2017LS	CM	8-9am	-----1	:30	1	\$200.00	P-3	0.00	NM	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:		07/16/18	07/22/18	-----1					1	\$200.00		0.00			
E 5	KSHB	07/18/18	07/24/18	M-F 10-11am M-F 10-11am	CM	10-11am	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00

Advertiser:	Missouri Rising
Product Desc:	Advocacy
Estimate:	4477

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: KC LIVE)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	11111--			5		\$75.00	0.00					
E 6	KSHB	07/18/18	07/23/18	M-F 11am-12pm News	CM	11am-12pm	1-1----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
				M-F 11am-12pm News											
(Program: 41 ACTION NEWS MIDDAY)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	1-1----			2		\$125.00	0.00					
E 7	KSHB	07/18/18	07/24/18	M-F 330-4pm	CM	330-4pm	-1-11--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
				M-F 330-4pm											
(Program: JEOPARDY!)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	-1-11--			3		\$250.00	0.00					
E 8	KSHB	07/18/18	07/24/18	M-F 5-530pm News	CM	5-530pm	11111--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
				M-F 5-530pm News											
(Program: 41 ACTION NEWS 5P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	11111--			5		\$375.00	0.00					
E 9	KSHB	07/18/18	07/23/18	M-F 6-630pm News	CM	6-630pm	1-11---	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
				M-F 6-630pm News											
(Program: 41 ACTION NEWS 6P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	1-11---			3		\$475.00	0.00					
E 10	KSHB	07/18/18	07/24/18	M-F 630-7pm News	CM	630-7pm	-1--1--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
				M-F 630-7pm News											
(Program: 41 ACTION NEWS 630P)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	-1--1--			2		\$275.00	0.00					
E 11	KSHB	07/18/18	07/21/18	Sa 5-530pm News	CM	5-530pm	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				Sa 5-530pm News											
(Program: 41 ACTION NEWS 5P SAT)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/16/18	07/22/18	-----1-			1		\$225.00	0.00					
E 12	KSHB	07/18/18	07/22/18	Su 5-530pm News	CM	5-530pm	-----1	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				Su 5-530pm News											
(Program: 41 ACTION NEWS 5P SUN)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/16/18	07/22/18	-----1			1		\$225.00	0.00					
E 13	KSHB	07/18/18	07/23/18	Monday Prime 7-9pm	CM	7-9pm	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				Monday Prime 7-9pm											
(Program: AMERICAN NINJA WARRIOR)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	1-----			1		\$1,500.00	0.00					
E 14	KSHB	07/18/18	07/24/18	Tuesday Prime 7-9pm	CM	7-9pm	-1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				Tuesday Prime 7-9pm											
(Program: AMERICAS GOT TALENT)Sep-2017LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/18	07/24/18	-1-----			1		\$2,500.00	0.00					
E 15	KSHB	07/18/18	07/19/18	Thursday Prime C	CM	9-10pm	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Thursday Prime C											
(Program: LAW & ORDER: SVU)Sep-2017LS</															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSHB	07/18/18	07/24/18	M-F 10-1035pm News M-F 10-1035pm News (Program: 41 ACTION NEWS 10P)Sep-2017LS	CM	10-1035pm	11111--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/18/18	07/24/18	11111--		5				\$650.00		0.00			
E 18	KSHB	07/18/18	07/21/18	Sa 10-1030pm News Sa 10-1030pm News (Program: 41 ACTION NEWS 10P SAT)Sep-2017LS	CM	10-1030pm	-----1-	:30	1	\$500.00	P-3	0.00	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:	07/16/18	07/22/18	-----1-		1				\$500.00		0.00			
E 19	KSHB	07/18/18	07/22/18	Su 10-1035pm News Su 10-1035pm News (Program: 41 ACTION NEWS 10P SUN)Sep-2017LS	CM	10-1035pm	-----1	:30	1	\$500.00	P-3	0.00	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:	07/16/18	07/22/18	-----1		1				\$500.00		0.00			
E 20	KSHB	07/18/18	07/24/18	M-F 1035-1135pm M-F 1035-1135pm (Program: TONIGHT SHOW)Sep-2017LS	CM	1035-1135pm	11-11--	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/18/18	07/24/18	11-11--		4				\$275.00		0.00			
													Totals	47	\$19,850.00