

ORDER*REVISED*

KSNW Wichita

OrdersOrder / Rev: A1729063Alt Order #: 26218813Product Desc: TVEstimate: 7219Flight Dates: 10/30/18 - 11/05/18Original Date / Rev: 10/30/18 / 10/30/18Order Type: REGPrimary AE: Katz WashingtonSales Office: K-WASSales Region: Nat**Agency**Name: Great American MediaBuying Contact: Billing Contact: 3050 K Street NWWashington, DC 20007Billing Type: CashBilling Calendar: BroadcastBilling Cycle: EOM/EOCAgency Commission: 15%**Advertiser**Name: POL/Kansas Values InstituteDemographic: A25-54Product Codes: PL2Priority: P5Revenue Code 1: AGYRevenue Code 2: POLRevenue Code 3: POL-ISSNew Business Thru: Order Separation: 00:15:00Advertiser External ID: Agency External ID: IN3307/TO232Unit Code: General**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/05/18	93	\$99,140.00	\$84,269.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	93	\$99,140.00	\$84,269.00	0.00
Totals	93	\$99,140.00	\$84,269.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNW Wichita	30%	\$99,140.00
Market	100%	\$330,466.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	19%	\$62,788.67
KMTW	0%	\$0.00
KSAS	11%	\$36,351.33
KSCW	2%	\$6,609.33
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	38%	\$125,577.33
KWCV	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	Multi	10/30/18	11/05/18		CM	5-6am	MTWTF--	:30	2	\$160.00	P2	0.00	NM	2	\$320.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
KSN Today 1															
Channels : KSNL,KSNG,KSNL,KSNW															
KSN Today 1 (5:30 AM-6:00 AM)															
Kansas Today 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		2			\$160.00		0.00				
2	Multi	10/30/18	11/05/18	KSN Today 2	CM	6-7am	MTWTF--	:30	2	\$540.00	P2	0.00	NM	2	\$1,080.00
Channels : KSNL,KSNG,KSNL,KSNW															
KSN Today 2 (6:00 AM-6:30 AM)															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		2			\$540.00		0.00				
3	Multi	10/30/18	11/05/18	Today Show 7-8am	CM	7-8am	MTWTF--	:30	5	\$600.00	P2	0.00	NM	5	\$3,000.00
Channels : KSNL,KSNG,KSNL,KSNW															
Today Show 7-8am															
Today Show (7-8am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$600.00		0.00				
4	Multi	10/30/18	11/05/18	Today Show 8-9am	CM	8-9am	MTWTF--	:30	10	\$340.00	P2	0.00	NM	10	\$3,400.00
Channels : KSNL,KSNG,KSNL,KSNW															
Today Show 8-9am															
Today Show (8-9am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		10			\$340.00		0.00				
5	Multi	11/04/18	11/04/18	Su 9-930a	CM	9-930a	-----S	:30	1	\$50.00	P2	0.00	NM	1	\$50.00
Channels : KSNL,KSNG,KSNL,KSNW															
Su 9-930a															
Kansas 1 on 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S		1			\$50.00		0.00				
6	Multi	10/30/18	11/05/18	M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$200.00	P2	0.00	NM	5	\$1,000.00
Channels : KSNL,KSNG,KSNL,KSNW															
M-F 9-10a															
Live With Kelly & Ryan															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$200.00		0.00				
7	Multi	10/30/18	11/05/18	KSN News	CM	12n-1pm	MTWTF--	:30	5	\$200.00	P3	0.00	NM	5	\$1,000.00
Channels : KSNL,KSNG,KSNL,KSNW															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$200.00		0.00				
8	Multi	10/30/18	11/05/18	Days of Our Lives	CM	1-2p	MTWTF--	:30	5	\$175.00	P3	0.00	NM	5	\$875.00
Channels : KSNL,KSNG,KSNL,KSNW															
Days of Our Lives															
Days of Our Lives-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$175.00		0.00				
9	Multi	10/30/18	11/05/18	M-F 4-430p	CM	4-430pm	MTWTF--	:30	5	\$900.00	P1	0.00	NM	5	\$4,500.00
Channels : KSNL,KSNG,KSNL,KSNW															
M-F 4-430p															
Jeopardy B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$900.00		0.00				
10	Multi	10/30/18	11/05/18	M-F 430-5p	CM	430-5pm	MTWTF--	:30	5	\$1,020.00	P1	0.00	NM	5	\$5,100.00
Channels : KSNL,KSNG,KSNL,KSNW															
M-F 430-5p															
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--		5			\$1,020.00		0.00				
11	Multi	10/30/18	11/05/18	KSN News at Five	CM	5-530pm	MTWTF--	:30	5	\$1,000.00	P2	0.00	NM	5	\$5,000.00
Channels : KSNL,KSNG,KSNL,KSNW															
KSN News at Five															

KSNW Wichita

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 Flight Dates: 10/30/18 - 11/05/18

Advertiser: POL/Kansas Values Institute
 Product Desc: TV
 Estimate: 7219

KSNW Wichita

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	-----S					2	\$4,000.00		0.00			
21	Multi	11/02/18	11/02/18	Fri Prime Other 2	CM	8p-10p	----F--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				Fri Prime Other 2											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	----F--					1	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	Multi	10/29/18-11/04/18	Fri Prime Other 2			8p-10p	-----F----	:30		(\$3,000.00)		0.00	NM		
See MG 21.2															
[Wrong Inventory Code]															
2	Multi	10/29/18-11/04/18	Fri Prime Hour 3			9-10p	-----F----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 21.1 11/02															
22	Multi	10/30/18	11/05/18	KSN Today 1	CM	5-6am	MTWTF--	:30	4	\$160.00	P2	0.00	NM	4	\$640.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				KSN Today 1											
Kansas Today 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--					4	\$160.00		0.00			
23	Multi	10/30/18	11/05/18	KSN Today 2	CM	6-7am	MTWTF--	:30	5	\$540.00	P2	0.00	NM	5	\$2,700.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				KSN Today 2											
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--					5	\$540.00		0.00			
24	Multi	11/03/18	11/03/18	SNL	CM	1030p-12m	-----S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				Saturday Night Live											
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	-----S-					1	\$1,200.00		0.00			
25	Multi	11/05/18	11/05/18	Mon Prime Other 1	CM	7-9p	M-----	:30	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				Mon Prime Other 1											
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	M-----					1	\$5,000.00		0.00			
26	Multi	10/30/18	11/05/18	M-F 2-3p	CM	2p-3p	MTWTF--	:30	3	\$100.00	P3	0.00	NM	3	\$300.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				M-F 2-3p											
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--					3	\$100.00		0.00			
27	Multi	10/30/18	11/05/18	Tonight Show	CM	10:35p-11:35pm	MTWTF--	:30	5	\$600.00	P3	0.00	NM	5	\$3,000.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				Tonight Show/Jimmy Fallon											
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--					5	\$600.00		0.00			
N28	Multi	10/30/18	10/30/18	Political Debate	CM	Political Debate	-T-----	:30	1	\$3,900.00	P2	0.00	NM	1	\$3,900.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				Political Debate											
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	-T-----					1	\$3,900.00		0.00			
N29	Multi	10/31/18	11/05/18	KSN News at Six	CM	6-630p	--W----	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
				Channels : KSNW,KSNG,KSNC,KSNT,KSNN											
				KSN News at Six											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/18	11/05/18	--W----					1	\$1,500.00		0.00			

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Alt Order #: 26218813
Flight Dates: 10/30/18 - 11/05/18

Advertiser: POL/Kansas Values Institute
Product Desc: TV
Estimate: 7219

KSNW Wichita

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N30	Multi	10/31/18	10/31/18	Today Show III	CM	11am-12n	--W----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
				Channels : KSNC,KSNG,KSNN,KSNNW											
				Today Show 3											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/30/18		10/30/18	11/05/18	--W----			1			\$175.00		0.00			
N31	Multi	10/30/18	10/30/18	Political Debate	CM	Political Debate	-T-----	:30	1	\$3,900.00	P2	0.00	NM	1	\$3,900.00
				Channels : KSNC,KSNG,KSNN,KSNNW											
				Political Debate											
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/30/18		10/30/18	11/05/18	-T-----			1			\$3,900.00		0.00			
													Totals	93	\$99,140.00



125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 26218813 **Changes as of:** 10/30/2018 at 9:09 AM **Version:** Highlighting Makegood 3 **Status:** Accepted
CPE: 236/250/7219 **Flight:** 10/30/18 - 11/5/18 **Station:** KSNW **Con Type:** POLITICAL
Agency: Great American Media **Advertiser:** KANSAS VALUES **Market:** Wichita **Total \$:** \$99,140
Product: TV **Office:** WASHINGTON **Total Spots:** 93
Agency Order #: 7836733 **Service:** Nielsen **Total CPP:** \$0.00
Buyer: Hutson, Andrew **Primary Demo:** Adults 35+ **Total GRP:**
Salesperson: KELLY JOHNS **Assistant:** KELLY JOHNS **Traffic #:** A1729C
Separation: 202-872-5880

Comments: added \$31k per buyer

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 10/30		Total Spots	Total \$	CPP
							10/30	10/30			
MSD 15	Tu-F,M 6:30p-7p		Wheel of Fortune	\$3,900.00	0	30	4	3	3	\$11,700.00	\$0.00
MGD 31	Tu 6p-7p		POLITICAL DEBATE	\$3,900.00	0.0	30	1		1	\$3,900.00	\$0.00
TOTALS: 93									93	\$99,140.00	\$0.00