

ORDER



KSDK

Orders
Order / Rev: 1265757
Alt Order #: 08308085
Product Desc: HAWLEY FOR AG
Estimate: 7317
Flight Dates: 06/28/16 - 07/03/16
Original Date / Rev: 06/24/16 / 06/30/16
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser Name: Josh Hawley-Atty Gen-R
Demographic: A35+
Product Codes: PL-State Attorney General
Priority: P03-PB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 106269
Agency External ID: 1768AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/03/16	19	\$17,650.00	\$15,002.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	19	\$17,650.00	\$15,002.50	0.00
Totals	19	\$17,650.00	\$15,002.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	37%	\$17,650.00
Market	100%	\$47,702.70

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	3%	\$1,431.08
KETC	0%	\$0.00
KMOV	23%	\$10,971.62
KNLC	0%	\$0.00
KPLR	2%	\$954.05
KTVI	35%	\$16,695.95
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	07/01/16	07/01/16	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$1,350.00	P03-F	0.00	NM	1	\$1,350.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/27/16	07/03/16	----F--	1		\$1,350.00		0.00						
E 2	KSDK	07/01/16	07/01/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,125.00	P03-F	0.00	NM	1	\$1,125.00

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 Product Desc: HAWLEY FOR AG
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NWS CH5-6P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	----F--					1	\$1,125.00		0.00			
E 3	KSDK	07/01/16	07/01/16	Today Show Today Show	CM	7-9a	----F--	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	----F--					1	\$525.00		0.00			
E 4	KSDK	07/01/16	07/01/16	Fri Prime Other AM GOT TALENT	CM	7-9P AM GOT TAL (7:00 PM-9:00 PM)	----F--	:30	1	\$1,125.00	P03-F	0.00	NM	3	\$3,375.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	----F--					1	\$1,125.00		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	KSDK	06/27/16-07/03/16	Fri Prime Other			7-9P AM GOT TAL	7:00 PM-9:00 PM	----F--	:30	(\$1,125.00)		0.00	NM		
See MG 4.2,4.3,4.4															
2	KSDK	06/30/16-06/30/16	Olympic Trials Prime A			Prime Olympic T	7:00 PM-8:00 PM	---Th----	:30	\$1,500.00		0.00	NM		
Ⓜ MG for 16.1,4.1															
[N/A]															
3	KSDK	07/01/16-07/01/16	Fri Prime C			9-10P DATELINE		-----F----	:30	\$1,500.00		0.00	NM		
Ⓜ MG for 16.1,4.1															
[N/A]															
4	KSDK	06/28/16-06/28/16	Ellen 3-4p			3-4p		-T-----	:30	\$375.00		0.00	NM		
Ⓜ MG for 16.1,4.1															
[N/A]															
E 5	KSDK	07/02/16	07/02/16	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	-----S-					1	\$750.00		0.00			
E 6	KSDK	07/02/16	07/02/16	Local News @ 6p Sa News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$600.00	P03-F	0.00	NM	1	\$600.00
NWS CH5-6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	-----S-					1	\$600.00		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	KSDK	06/27/16-07/03/16	Local News @ 6p Sa			6-630P	-----Sa--	:30		(\$600.00)		0.00	NM		
See MG 6.2															
[n/a due to Nascar]															
2	KSDK	07/03/16-07/03/16	Local News @ 5p Su			5-530P	-----Su	:30		\$600.00		0.00	NM		
Ⓜ MG for 6.1 07/02															
[n/a]															
E 7	KSDK	07/03/16	07/03/16	LN (Su) LN (Su)	CM	10-1035p	-----S	:30	1	\$1,350.00	P03-F	0.00	NM	1	\$1,350.00
SU 10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	-----S					1	\$1,350.00		0.00			
E 8	KSDK	07/03/16	07/03/16	Local News @ 6a Su Sun 6-7A	CM	6-7A	-----S	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
NWCHNL 5-ST LS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	-----S					1	\$225.00		0.00			
E 9	KSDK	06/30/16	06/30/16	Local News @ 12p M-F News Channel 5 @ Noon	CM	Noon News	---T---	:30	1	\$250.00	P03-F	0.00	NM	1	\$250.00
NWS CH5-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/27/16	07/03/16	---T---					1	\$250.00		0.00			
E 10	KSDK	06/30/16	06/30/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,125.00	P03-F	0.00	NM	1	\$1,125.00
NWS CH5-6P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Advertiser:	Josh Hawley-Atty Gen-R
Product Desc:	HAWLEY FOR AG
Estimate:	7317

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	KSDK	06/30/16	06/30/16	Local News @ 6p M-F News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,125.00	P03-F	0.00	NM	1	\$1,125.00
NWS CH5-6P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	---T---	1		\$1,125.00	0.00							
E 11	KSDK	06/30/16	06/30/16	Today Show Today Show	CM	7-9a	---T---	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	---T---	1		\$525.00	0.00							
E 12	KSDK	06/30/16	06/30/16	Thu Prime B SPARTAN	CM	8-9P SPARTAN	---T---	:30	1	\$1,500.00	P03-F	0.00	NM	1	\$1,500.00
SPARTAN ULTIMATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	---T---	1		\$1,500.00	0.00							
E 13	KSDK	06/30/16	06/30/16	Thu Prime C AQUARIUS	CM	9-10P AQUARIUS	---T---	:30	1	\$1,800.00	P03-F	0.00	NM	1	\$1,800.00
AQUARIUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	---T---	1		\$1,800.00	0.00							
E 14	KSDK	06/28/16	06/28/16	Tonight Show Tonight Show	CM	1035-1137p	-T-----	:30	1	\$750.00	P03-F	0.00	NM	1	\$750.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	-T-----	1		\$750.00	0.00							
E 15	KSDK	06/28/16	06/28/16	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	-T-----	1		\$525.00	0.00							
E 16	KSDK	06/28/16	06/28/16	Tue Prime C HOLLYWOOD GAME NIGHT	CM	9-10P HOLLYWOOD (9:00 PM-10:00 PM)	-T-----	:30	1	\$2,250.00	P03-F	0.00	NM	0	\$0.00
HOLLYWOOD GAME NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	-T-----	1		\$2,250.00	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	KSDK	06/27/16-07/03/16		Tue Prime C		9-10P HOLLYWOOD	-T-----	:30		(\$2,250.00)		0.00	NM		
See MG 4.2,4.3,4.4															
E 17	KSDK	06/29/16	06/29/16	LN (M-F) LN (M-F)	CM	10-1035p	--W----	:30	1	\$1,350.00	P03-F	0.00	NM	1	\$1,350.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	--W----	1		\$1,350.00	0.00							
E 18	KSDK	06/29/16	06/29/16	Today Show Today Show	CM	7-9a	--W----	:30	1	\$525.00	P03-F	0.00	NM	1	\$525.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/27/16	07/03/16	--W----	1		\$525.00	0.00							
													Totals	19	\$17,650.00