

ORDER

WDAF-TV

Orders
Order / Rev: 753061
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 07/21/14 - 07/27/14
Original Date / Rev: 07/31/14 / 07/31/14
Order Type: GENERAL

Primary AE: Todd Shockley
Sales Office: CHI-T
Sales Region: NAT

Agency
Name: Adelstein & Associates
Buying Contact:
Billing Contact: Pamela Hambrick
 222 West Ontario Street
 Chicago, IL 60610

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

Advertiser
Name: MO for Safe Trans and New Jobs
Demographic: A35+
Product Codes: PL2C - Issue/Other
Priority: 5
Revenue Codes: SP-POL, ISS, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/30/14	07/27/14	79	\$38,525.00	\$32,746.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2014	79	\$38,525.00	\$32,746.25	275.00
Totals	79	\$38,525.00	\$32,746.25	275.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Shockley			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
1	4	07/21/14	07/27/14	M-F 5-530a	CM-All	5-530a	MTWTF--	:30	3	\$275.003		2.50	NM	3	\$825.00
				M-F 5-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		3				\$275.00		2.50			
2	4	07/21/14	07/27/14	M-F 530-6a	CM-All	530-6a	MTWTF--	:30	3	\$450.003		3.00	NM	3	\$1,350.00
				M-F 530-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		3				\$450.00		3.00			
3	4	07/21/14	07/27/14	M-F 6-7a	CM-All	6-7a	MTWTF--	:30	3	\$625.003		4.00	NM	3	\$1,875.00
				M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		3				\$625.00		4.00			
4	4	07/21/14	07/27/14	M-F 7-9a	CM-All	7-9a	MTWTF--	:30	6	\$400.003		4.50	NM	6	\$2,400.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		6				\$400.00		4.50			
5	4	07/21/14	07/27/14	M-F 9-10a	CM-All	9-10a	MTWTF--	:30	3	\$225.003		3.50	NM	3	\$675.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		3				\$225.00		3.50			
6	4	07/21/14	07/27/14	M-F 10-11a	CM-All	10-11a	MTWTF--	:30	3	\$250.003		2.50	NM	3	\$750.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--		3				\$250.00		2.50			

Order / Rev: 753061
 Alt Order #:
 Flight Dates: 07/21/14 - 07/27/14

Advertiser: MO for Safe Trans and New Jobs
 Product Desc:
 Estimate:

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	4	07/21/14	07/27/14	M-F 11-1130a LTC for this I-code is 09/05/14	CM-AII	11-1130a	MTWTF--	:30	3	\$200.005		2.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$200.00			2.00			
8	4	07/21/14	07/27/14	M-F 1130a-12p LTC for this I-code is 09/05/14	CM-AII	1130a-12p	MTWTF--	:30	3	\$200.005		2.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$200.00			2.00			
9	4	07/21/14	07/27/14	M-F 12p-1p M-F 12-1p	CM-AII	12-1p	MTWTF--	:30	3	\$200.005		3.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$200.00			3.00			
10	4	07/21/14	07/27/14	M-F 1-2p M-F 1-2p	CM-AII	1-2p	MTWTF--	:30	3	\$150.005		2.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$150.00			2.00			
11	4	07/21/14	07/27/14	M-F 2-3p M-F 2-3p	CM-AII	2-3p	MTWTF--	:30	3	\$150.005		2.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$150.00			2.00			
12	4	07/21/14	07/27/14	M-F 3-4p M-F 3-4p	CM-AII	3-4p	MTWTF--	:30	3	\$225.005		2.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$225.00			2.00			
13	4	07/21/14	07/27/14	M-F 4-5p M-F 4-5p	CM-AII	4-5p	MTWTF--	:30	3	\$300.005		3.50	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$300.00			3.50			
14	4	07/21/14	07/27/14	M-F 5-6p M-F 5-6p	CM-AII	5-6p	MTWTF--	:30	3	\$600.003		4.50	NM	3	\$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:		07/21/14	07/27/14	MTWTF--			3		\$600.00			4.50			
15	4	07/21/14	07/27/14	M-F 6-630p M-F 6-630p	CM-AII	6-630p	MTWTF--	:30	4	\$750.003		5.50	NM	4	\$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:		07/21/14	07/27/14	MTWTF--			4		\$750.00			5.50			
16	4	07/21/14	07/27/14	M-F 630-7p M-F 630-7p	CM-AII	630-7p	MTWTF--	:30	3	\$1,500.003		7.50	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$1,500.00			7.50			
17	4	07/21/14	07/27/14	Monday Prime A FOX Prime Monday 7-8p	CM-AII	7p-8p	M-----	:30	1	\$1,200.005		2.00	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:		07/21/14	07/27/14	M-----			1		\$1,200.00			2.00			
18	4	07/21/14	07/27/14	M-F 9-10p M-F 9-10p	CM-AII	9-10p	MTWTF--	:30	4	\$750.003		4.50	NM	4	\$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:		07/21/14	07/27/14	MTWTF--			4		\$750.00			4.50			
19	4	07/21/14	07/27/14	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	MTWTF--	:30	4	\$800.005		4.50	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			4		\$800.00			4.50			
20	4	07/21/14	07/27/14	M-F 430a News M-F 430-5a News	CM-AII	430-5a	MTWTF--	:30	3	\$50.005		1.50	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--			3		\$50.00			1.50			
21	4	07/21/14	07/27/14	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-AII	8p-9p	-T-----	:30	1	\$1,400.005		3.50	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 753061
 Alt Order #:
 Flight Dates: 07/21/14 - 07/27/14

Advertiser: MO for Safe Trans and New Jobs
 Product Desc:
 Estimate:

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	4	07/21/14	07/27/14	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-T-----	:30	1	\$1,400.00	5	3.50	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-T-----		1			\$1,400.00			3.50			
22	4	07/21/14	07/27/14	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--W----	:30	1	\$1,250.00	5	4.00	NM	1	\$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:	07/21/14	07/27/14	--W----		1			\$1,250.00			4.00			
23	4	07/21/14	07/27/14	Thursday Prime A FOX Prime Thursday 7-8p	CM-All	7p-8p	---T---	:30	1	\$1,250.00	7	3.50	NM	1	\$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:	07/21/14	07/27/14	---T---		1			\$1,250.00			3.50			
24	4	07/21/14	07/27/14	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---T---	:30	1	\$1,250.00	7	3.00	NM	1	\$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:	07/21/14	07/27/14	---T---		1			\$1,250.00			3.00			
25	4	07/21/14	07/27/14	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	2	\$300.00	3	4.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S-		2			\$300.00			4.00			
26	4	07/21/14	07/27/14	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----S-	:30	1	\$250.00	5	3.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S-		1			\$250.00			3.00			
	<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	4	07/21/14-07/27/14	Sa 5-6p		5-6p	-----Sa--	:30		(\$250.00)		3.00	NM		
	Credited														
E 27	4	07/21/14	07/27/14	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----S-	:30	1	\$525.00	5	3.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S-		1			\$525.00			3.00			
	<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>		
	2	4	07/21/14-07/27/14	Sa 9-10p		9-10p	-----Sa--	:30		(\$525.00)		3.00	NM		
	Credited														
28	4	07/21/14	07/27/14	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$525.00	5	2.50	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S-		1			\$525.00			2.50			
29	4	07/21/14	07/27/14	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	2	\$300.00	5	3.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S		2			\$300.00			3.50			
30	4	07/21/14	07/27/14	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$300.00	5	2.50	NM	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:	07/21/14	07/27/14	-----S		1			\$300.00			2.50			
31	4	07/21/14	07/27/14	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$400.00	5	3.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S		1			\$400.00			3.00			
32	4	07/21/14	07/27/14	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$600.00	5	4.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/21/14	07/27/14	-----S		1			\$600.00			4.00			
33	4	07/21/14	07/27/14	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	5	5.00	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:	07/21/14	07/27/14	-----S		1			\$800.00			5.00			
34	4	07/21/14	07/27/14		CM-All	1030-1102p		:30	1	\$300.00	5	2.50	NM	1	\$300.00

Order / Rev: 753061
 Alt Order #:
 Flight Dates: 07/21/14 - 07/27/14

Advertiser: MO for Safe Trans and New Jobs
 Product Desc:
 Estimate:

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
-----S															
				SU 1030-1102p											
				Su 1030-1102p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/14	07/27/14	-----S	1		\$300.00		2.50						
35	4	07/25/14	07/25/14	M-F 10-11a	CM-All	10-11a	----F--	:30	1	\$250.003		3.00	NM	1	\$250.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/14	07/27/14	----F--	1		\$250.00		3.00						
													Totals	79	\$38,525.00