

## ORDER



KRCW-TV

**Orders**  
**Order / Rev:** 749061  
**Alt Order #:** 09218768  
**Product Desc:** KNUTE FOR GOVERNOR  
**Estimate:** 5019  
**Flight Dates:** 10/10/18 - 10/16/18  
**Original Date / Rev:** 10/04/18 / 10/10/18  
**Order Type:** GENERAL

**Primary AE:** Jared Kelhart  
**Sales Office:** NPHL  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 1911 North Ft Myer Dr  
 Arlington, VA 22209

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

**Advertiser**  
**Name:** K. Buehler/R/Gov  
**Demographic:** A35+  
**Product Codes:** PI2.e.ii  
**Priority:** Default  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/16/18	9	\$500.00	\$425.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	9	\$500.00	\$425.00	0.00
<b>Totals</b>	<b>9</b>	<b>\$500.00</b>	<b>\$425.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jared Kelhart	NPHL	National	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	32	10/15/18	10/15/18	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI1	-----	:30	1	\$60.00	07	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/18	10/21/18	1-----			1		\$60.00		0.00				
E 2	32	10/16/18	10/16/18	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI1	-1-----	:30	1	\$60.00	07	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/18	10/21/18	-1-----			1		\$60.00		0.00				
E 3	32	10/10/18	10/10/18	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI1	--1----	:30	1	\$60.00	07	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	--1----			1		\$60.00		0.00				
E 4	32	10/11/18	10/11/18	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI1	---1---	:30	1	\$60.00	07	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	---1---			1		\$60.00		0.00				
E 5	32	10/12/18	10/12/18	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI1	----1--	:30	1	\$60.00	07	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	----1--			1		\$60.00		0.00				
N 6	32	10/13/18	10/13/18		CM	10p-1030p	-----S-	:30	1	\$60.00	07	0.00	NM	1	\$60.00

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 Estimate: 5019

KRCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Sa 10p-1030p																
Sa 10p-1030p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/18	10/14/18	-----S-	1		\$60.00		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	32	10/08/18-10/14/18		Sa 10p-1030p	10p-1030p		-----Sa--	:30	<del>(\$60.00)</del>	0.00	NM					
See MG 6.2																
[PER LB]																
2	32	10/08/18-10/14/18		Sa 10p-1030p	10p-1030p		-----Sa--	:30	\$60.00	0.00	NM					
Ⓜ MG for 6.1 10/13																
N 7	32	10/14/18	10/14/18	Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$70.00	07	0.00	NM	1	\$70.00	
Su 10p-1030p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/18	10/14/18	-----S	1		\$70.00		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	32	10/08/18-10/14/18		Su 10p-1030p	10p-1030p		-----Su	:30	<del>(\$70.00)</del>	0.00	NM					
See MG 7.2																
[PER LB]																
2	32	10/08/18-10/14/18		Su 10p-1030p	10p-1030p		-----Su	:30	\$70.00	0.00	NM					
Ⓜ MG for 7.1 10/14																
N 8	32	10/11/18	10/11/18	M-F 6p-630p	CM	6p-630p	---T---	:30	1	\$45.00	07	0.00	NM	1	\$45.00	
M-F 6p-630p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/18	10/14/18	---T---	1		\$45.00		0.00							
N 9	32	10/11/18	10/11/18	M-F 1130p-12a	CM	1130p-12a	---T---	:30	1	\$25.00	07	0.00	NM	1	\$25.00	
M-F 1130p-12a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/18	10/14/18	---T---	1		\$25.00		0.00							
														Totals	9	\$500.00