

# ORDER



**Orders**  
**Order / Rev:** 1041238  
**Alt Order #:** 09293953  
**Product Desc:** 32/37/826  
**Estimate:** 826  
**Flight Dates:** 10/24/18 - 10/30/18  
**Original Date / Rev:** 10/23/18 / 10/23/18  
**Order Type:** GENERAL

**Primary AE:** Dallas HRP/DAL  
**Sales Office:** HRPDA  
**Sales Region:** NAT

**Agency Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:**  
 1251 NW Briarcliff Pkwy  
 Kansas City, MO 64116

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

**Advertiser Name:** Ted Cruz for Senate-R  
**Demographic:** A35+  
**Product Codes:** Political Candidate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Candidate  
**Priority:** P-2

**New Business Thru:**  
**Advertiser External ID:** 2432022  
**Agency External ID:** 107874  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	16	\$4,095.00	\$3,480.75
10/29/18	11/25/18	17	\$5,705.00	\$4,849.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	16	\$4,095.00	\$3,480.75	50.70
November 2018	17	\$5,705.00	\$4,849.25	60.40
<b>Totals</b>	<b>33</b>	<b>\$9,800.00</b>	<b>\$8,330.00</b>	<b>111.10</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dallas HRP/DAL	HRPDA	NAT	Start Of Order - End Of Order	100%

Order Share	Share	Total
KVII	35%	\$9,800.00
Market	100%	\$28,000.00

Competitive Share	Share	Total
ADBA	0%	\$0.00
CABLE	0%	\$0.00
KACV	0%	\$0.00
KAMR	25%	\$7,000.00
KBGD	0%	\$0.00
KCIT	15%	\$4,200.00
KCPN	0%	\$0.00
KFDA	25%	\$7,000.00
KVIH	0%	\$0.00
NVII	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
N 1	KVII	10/24/18	10/30/18	M-F 6a-7a M-F 6a-7a Daybreak	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$225.00	P-3	3.00	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>					

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Advertiser: Ted Cruz for Senate-R  
 Product Desc: 32/37/826  
 Estimate: 826  
 KVII

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$225.00		3.00			
N 2	KVII	10/27/18	10/27/18	Sat Prime Access Wheel of Fortune	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$250.00	P-3	3.20	NM	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:		10/22/18	10/28/18	-----1-					1	\$250.00		3.20			
N 3	KVII	10/29/18	10/29/18	MONDAY PRIME SPEC00M DANCING WITH THE STARS	CM	7:00 PM-9:00 PM	1-----	:30	1	\$850.00	P-2	4.10	NM	1	\$850.00
		<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	1-----					1	\$850.00		4.10			
N 4	KVII	10/24/18	10/30/18	M-F Late News M-F ABC7 News @ 10p	CM	10:00 PM-10:35 P	MTWTF--	:30	3	\$400.00	P-3	3.70	NM	3	\$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:		10/24/18	10/30/18	MTWTF--					3	\$400.00		3.70			
N 5	KVII	10/28/18	10/28/18	SU LATE NEWS Su ABC7 News @ 10p	CM	10:00 PM-10:35 P	-----1	:30	1	\$400.00	P-3	4.80	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:		10/22/18	10/28/18	-----1					1	\$400.00		4.80			
N 6	KVII	10/24/18	10/30/18	JIMMY KIMMEL Jimmy Kimmel	CM	10:35 PM-11:35 P	MTWTF--	:30	3	\$180.00	P-3	1.70	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$180.00		1.70			
N 7	KVII	10/24/18	10/30/18	Live with Kelly & Ryan Live with Kelly	CM	9:00 AM-10:00 AM	MTWTF--	:30	3	\$225.00	P-3	3.50	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:		10/24/18	10/30/18	MTWTF--					3	\$225.00		3.50			
N 8	KVII	10/24/18	10/30/18	ABC7 News @ 11a ABC7 News @ 11a	CM	11:00 AM-11:30 A	MTWTF--	:30	2	\$200.00	P-3	3.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					2	\$200.00		3.00			
N 9	KVII	10/24/18	10/30/18	General Hospital General Hospital	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$120.00	P-3	1.90	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$120.00		1.90			
N 10	KVII	10/24/18	10/30/18	M-F 3p-4p HARRY	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$100.00	P-3	1.20	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$100.00		1.20			
N 11	KVII	10/24/18	10/30/18	ABC7 News @ 5p ABC7 News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$250.00	P-3	2.90	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$250.00		2.90			
N 12	KVII	10/24/18	10/30/18	ABC7 News @ 6p ABC7 News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$525.00	P-3	5.40	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$525.00		5.40			
N 13	KVII	10/28/18	10/28/18	ABC7 News @ 530p ABC7 News @ 530p	CM	5:30 PM-6:00 PM	-----1	:30	1	\$250.00	P-3	3.90	NM	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:		10/22/18	10/28/18	-----1					1	\$250.00		3.90			
N 14	KVII	10/24/18	10/30/18	M-F Prime Access Wheel of Fortune	CM	6:30 PM-7:00 PM	MTWTF--	:30	3	\$525.00	P-3	6.40	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/18	10/30/18	MTWTF--					3	\$525.00		6.40			
													Totals	33	\$9,800.00