

# ORDER

*REVISED*



KSNW Wichita

**Orders**  
**Order / Rev:** A1629388  
**Alt Order #:** 26114951  
**Product Desc:** 2018 Primary Electio  
**Estimate:** 475  
**Flight Dates:** 07/23/18 - 08/05/18  
**Original Date / Rev:** 07/30/18 / 07/30/18  
**Order Type:** REG

**Primary AE:** Katz Dallas  
**Sales Office:** K-DAL  
**Sales Region:** Nat

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

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

**Advertiser Name:** POL/A Public Voice PAC  
**Demographic:** A50+  
**Product Codes:** PL6  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS

**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
07/01/18	07/31/18	13	\$10,645.00	\$9,048.25
08/01/18	08/03/18	11	\$4,435.00	\$3,769.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	13	\$10,645.00	\$9,048.25	0.00
August 2018	11	\$4,435.00	\$3,769.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$15,080.00</b>	<b>\$12,818.00</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
KSNW Wichita	20%	\$15,080.00
Market	100%	\$75,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	80%	\$60,320.00

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KSNW Wichita

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	Multi	07/26/18	07/27/18	KSN News Channels : KSNW,KSNG,KSNL,KSNW KSN News COMMENTS APPLY TO SUB LINES A THRU A KSN News	CM	12n-1pm	---TF--	1:00	2	\$300.00	P4	0.00	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:	07/23/18	07/29/18	----F--		2				\$300.00		0.00			
3	Multi	07/26/18	07/27/18	M-F 4-430p Channels : KSNW,KSNG,KSNL,KSNW M-F 4-430p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B	CM	4-430pm	----F--	1:00	1	\$600.00	P2	0.00	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:	07/23/18	07/29/18	----F--		1				\$600.00		0.00			
5	Multi	07/26/18	07/27/18	M-F 430-5p Channels : KSNW,KSNG,KSNL,KSNW M-F 430-5p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy	CM	430-5pm	----F--	1:00	1	\$680.00	P2	0.00	NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/18	07/29/18	----F--		1				\$680.00		0.00			
6	Multi	07/26/18	07/27/18	KSN News at Five Channels : KSNW,KSNG,KSNL,KSNW KSN News at Five COMMENTS APPLY TO SUB LINES A THRU A KSN News	CM	5-530pm	---TF--	1:00	2	\$1,000.00	P3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/18	07/29/18	---TF--		2				\$1,000.00		0.00			
8	Multi	07/26/18	07/27/18	KSN News at Six Channels : KSNW,KSNG,KSNL,KSNW KSN News at Six COMMENTS APPLY TO SUB LINES A THRU A KSN News	CM	6-630p	---TF--	1:00	2	\$1,250.00	P3	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/18	07/29/18	---TF--		2				\$1,250.00		0.00			
9	Multi	07/26/18	07/27/18	M-F 630-7p Channels : KSNW,KSNG,KSNL,KSNW M-F 630-7p COMMENTS APPLY TO SUB LINES A THRU A Wheel of Fortune	CM	630-7pm	---TF--	1:00	1	\$2,400.00	P3	0.00	NM	1	\$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:	07/23/18	07/29/18	----F--		1				\$2,400.00		0.00			
10	Multi	07/30/18	08/03/18	M-F 4-430p Channels : KSNW,KSNG,KSNL,KSNW M-F 4-430p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B	CM	4-430pm	MTWTF--	1:00	1	\$600.00	P2	0.00	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:	07/30/18	08/05/18	MTWTF--		1				\$600.00		0.00			
N12	Multi	07/31/18	08/03/18	M-F 4-430p Channels : KSNW,KSNG,KSNL,KSNW M-F 4-430p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B	CM	4-430pm	-TW----	:30	2	\$300.00	P2	0.00	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:	07/30/18	08/05/18	-TW----		2				\$300.00		0.00			
N13	Multi	07/31/18	08/03/18	M-F 430-5p Channels : KSNW,KSNG,KSNL,KSNW M-F 430-5p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B	CM	430-5pm	-TW----	:30	2	\$340.00	P2	0.00	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/18	08/05/18	-TW----		2				\$340.00		0.00			
N14	Multi	07/31/18	08/01/18		CM	6-630p	-11----	:30	2	\$625.00	P3	0.00	NM	2	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
KSN News at Six Channels : KSNW,KSNC,KSNG,KSNTL,KSNNW KSN News at Six COMMENTS APPLY TO SUB LINES A THRU A KSN News <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>07/30/18</td> <td>08/05/18</td> <td>-11----</td> <td>2</td> <td>\$625.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	07/30/18	08/05/18	-11----	2	\$625.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
07/30/18	08/05/18	-11----	2	\$625.00	0.00																						
N 15	Multi	08/02/18	08/03/18	M-F 4-430p	CM	4-430pm	---TF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00												
Channels : KSNW,KSNC,KSNG,KSNTL,KSNNW M-F 4-430p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>07/30/18</td> <td>08/05/18</td> <td>---TF--</td> <td>3</td> <td>\$300.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	07/30/18	08/05/18	---TF--	3	\$300.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
07/30/18	08/05/18	---TF--	3	\$300.00	0.00																						
N 16	Multi	08/02/18	08/03/18	M-F 430-5p	CM	430-5pm	---TF--	:30	3	\$340.00	P2	0.00	NM	3	\$1,020.00												
Channels : KSNW,KSNC,KSNG,KSNTL,KSNNW M-F 430-5p COMMENTS APPLY TO SUB LINES A THRU A Jeopardy B <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>07/30/18</td> <td>08/05/18</td> <td>---TF--</td> <td>3</td> <td>\$340.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	07/30/18	08/05/18	---TF--	3	\$340.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
07/30/18	08/05/18	---TF--	3	\$340.00	0.00																						
N 17	Multi	08/02/18	08/03/18	KSN News at Six	CM	6-630p	---11--	:30	2	\$625.00	P3	0.00	NM	2	\$1,250.00												
Channels : KSNW,KSNC,KSNG,KSNTL,KSNNW KSN News at Six COMMENTS APPLY TO SUB LINES A THRU A KSN News <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>07/30/18</td> <td>08/05/18</td> <td>---11--</td> <td>2</td> <td>\$625.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	07/30/18	08/05/18	---11--	2	\$625.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
07/30/18	08/05/18	---11--	2	\$625.00	0.00																						
													Totals	24	\$15,080.00												



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26114951	<b>Changes as of:</b> 7/30/2018 at 10:32 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 59/66/475	<b>Flight:</b> 7/23/18 - 8/5/18	<b>Station:</b> KSNW
<b>Agency:</b> Ax Media	<b>Advertiser:</b> A Public Voice	<b>Market:</b> Wichita
1251 NW Briarcliff Pkwy	<b>Product:</b> 2018 Primary Election	<b>Office:</b> DALLAS
Suite 85	<b>Agency Order #:</b> 7575311	<b>Service:</b> Nielsen
Kansas City, MO 64116	<b>Buyer:</b> Blue, Sarah	<b>Primary Demo:</b> Adults 55+
	<b>Salesperson:</b> MICHAEL POWERS 214-525-2790	<b>Assistant:</b> JOSEPH SELZ 214-525-2838
	<b>Separation:</b>	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$15,120.00
		<b>Total Spots:</b> 20
		<b>Total CPP:</b> \$108.78
		<b>Total GRP:</b> 139.0
		<b>Traffic #:</b> A1629388

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	7/23 - 7/30		Total Spots	Total \$	CPP*	GRP*	
							7/23	7/30					
1	Th-F 12n-1p		KSN News	\$300.00	3.5	60	2	0	2	\$600.00	\$85.71	7.0	
REV- 2	M 4p-4:30p		Jeopardy B	\$600.00	5.5	60	0	3	1	\$600.00	\$109.09	5.5	
Changes: Day/Time from M-F 4p-4:30p to M 4p-4:30p													
REV+ 3	Th-F 4p-4:30p		Jeopardy B	\$600.00	5.5	60	1	2	2	\$1,200.00	\$109.09	11.0	
REV- 4	M 4:30p-5p		Jeopardy	\$680.00	8.0	60	0	3	1	\$680.00	\$85.00	8.0	
Changes: Day/Time from M-F 4:30p-5p to M 4:30p-5p													
REV+ 5	Th-F 4:30p-5p		Jeopardy	\$680.00	8.0	60	1	2	2	\$1,360.00	\$85.00	16.0	
6	Th-F 5p-5:30p		KSN News	\$1,000.00	7.5	60	2	0	2	\$2,000.00	\$133.33	15.0	
REV- 7	M 6p-6:30p		KSN News	\$1,250.00	7.5	60	0	3	1	\$1,250.00	\$166.67	7.5	
Changes: Day/Time from M-F 6p-6:30p to M 6p-6:30p													
8	Th-F 6p-6:30p		KSN News	\$1,250.00	7.5	60	2	0	2	\$2,500.00	\$166.67	15.0	
9	Th-F 6:30p-7p		Wheel of Fortune	\$2,400.00	12.0	60	1	0	1	\$2,400.00	\$200.00	12.0	
REV+ 10	M-F 4p-4:30p		Jeopardy B	\$300.00	5.5	30	0	1	2	\$600.00	\$54.55	11.0	
Changes: Rate from 600 to 300, Len from 60 to 30													
REV+ 11	M-F 4:30p-5p		Jeopardy	\$340.00	8.0	30	0	1	2	\$680.00	\$42.50	16.0	
Changes: Rate from 680 to 340, Len from 60 to 30													
REV+ 12	M-F 6p-6:30p		KSN News	\$625.00	7.5	30	0	0	2	2	\$1,250.00	\$83.33	15.0
<b>TOTALS:</b>							11	9	20	\$15,120.00	\$108.78	139.0	



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26114951	<b>Changes as of:</b> 7/30/2018 at 10:32 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 59/66/475	<b>Flight:</b> 7/23/18 - 8/5/18	<b>Station:</b> KSNW
<b>Agency:</b> Ax Media	<b>Advertiser:</b> A Public Voice	<b>Market:</b> Wichita
1251 NW Briarcliff Pkwy	<b>Product:</b> 2018 Primary Election	<b>Office:</b> DALLAS
Suite 85	<b>Agency Order #:</b> 7575311	<b>Service:</b> Nielsen
Kansas City, MO 64116	<b>Buyer:</b> Blue, Sarah	<b>Primary Demo:</b> Adults 55+
	<b>Salesperson:</b> MICHAEL POWERS	<b>Assistant:</b> JOSEPH SELZ
	214-525-2790	214-525-2838
	<b>Separation:</b>	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$15,120.00
		<b>Total Spots:</b> 20
		<b>Total CPP:</b> \$108.78
		<b>Total GRP:</b> 139.0
		<b>Traffic #:</b> A1629388

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
07/30/18 10:32 AM	GOTOSTRATA\mPOWER S	Separation: 30
07/30/18 9:51 AM	Sarah Blue	Other
07/30/18 9:27 AM	JOSEPH SELZ	offering to move preempted spots to this week
07/26/18 9:42 AM	Lori Sanderson	MOVING SPOTS TO NEXT WEEK. WON'T BE ABLE TO GIVE 15 MIN SEP SINCE PROGRAMS ARE BACK TO BACK.
07/26/18 9:41 AM	System	Notice Received.
07/26/18 9:30 AM	MICHAEL POWERS	Separation: 30;We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794

Competitive Information	
<b>Market Budget:</b>	\$88,250
<b>KSNW Share:</b>	20%
<b>Comment:</b>	share estimated
<b>Unknown:</b>	80%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$15,120.00	\$108.78	139.0
<b>Total</b>	<b>100%</b>	<b>20</b>	<b>\$15,120.00</b>	<b>\$108.78</b>	<b>139.0</b>

Monthly Summary		
Month	Spots	Dollars
2018-Jul	11	\$10,060.00
2018-Aug	9	\$5,060.00
<b>Total</b>	<b>20</b>	<b>\$15,120.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	7/30/18 10:32 AM	GOTOSTRATA\mPOWER S	Revised	6	6	\$-2,530.00	\$15,120.00	Changes: Comments from Separation: 30;We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794 to Separation: 30, Total \$ from \$17,650.00 to \$15,120.00, Total CPP from \$126.98 to \$108.78. 8 buylines added or modified.
Makegood 1	7/26/18 9:42 AM	JOSEPH SELZ	Confirmed	2	2	\$0	\$17,650.00	Changes: Total GIMPs from 0 to 139, Total CPM from \$0.00 to \$126,978.42. 4 buylines added or modified.
Queued for Electronic Contracting	7/26/18 9:32 AM					\$0	\$0	
New	7/26/18 9:27 AM	MICHAEL POWERS	Confirmed	20		\$17,650.00	\$17,650.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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