

# ORDER



www.KCTV5.com

Kansas City

**Orders**  
**Order / Rev:** 599336  
**Alt Order #:** 07299636  
**Product Desc:** SCA-KANSAS  
**Estimate:**  
**Flight Dates:** 08/01/14 - 08/05/14  
**Original Date / Rev:** 08/01/14 / 08/01/14  
**Order Type:** GENERAL

**Primary AE:** Cathy Simon  
**Sales Office:** T-LAX  
**Sales Region:** National

**Agency Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Blvd. Ste. 1240  
 Sherman Oaks, CA 91403

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

**Advertiser Name:** Senate Conservative Action  
**Demographic:** A50+  
**Product Codes:** Political-Issues  
**Priority:** PMT  
**Revenue Codes:** POL, PLI, FLT

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/05/14	25	\$10,440.00	\$8,874.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	25	\$10,440.00	\$8,874.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$10,440.00</b>	<b>\$8,874.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cathy Simon			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Kansas City	50%	\$10,440.00
Market	100%	\$20,880.00

**Competitive Share**

	Share	Total
KCPT	0%	\$0.00
KCWE	0%	\$0.00
KMBC	25%	\$5,220.00
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	25%	\$5,220.00
KSMO	0%	\$0.00
WDAF	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KCTV	08/04/14	08/04/14	CBS This Morning CBS This Morning	CM	7-9am	2-----	:30	2	\$195.00	IMP	0.00	NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	2-----		2		\$195.00		0.00					
2	KCTV	08/04/14	08/05/14	Price is Right Price is Right	CM	10-11am	MT-----	:30	2	\$350.00	PMT	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	MT-----		2		\$350.00		0.00					
3	KCTV	08/04/14	08/05/14	News @ Noon KCTV5 News @ Noon	CM	12-1230pm	MT-----	:30	1	\$300.00	IMP	0.00	NM	2	\$600.00

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Advertiser: Senate Conservative Action  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KCTV	08/04/14	08/05/14	News @ Noon KCTV5 News @ Noon	CM	12-1230pm	MT-----	:30	1	\$300.00	IMP	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: 08/04/14	08/10/14	MT-----		2		\$300.00		0.00					
4	KCTV	08/04/14	08/04/14	KCTV5 News 4pm KCTV5 News @ 4P	CM	4-5pm	1-----	:30	1	\$300.00	IMP	0.00	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: 08/04/14	08/10/14	1-----		1		\$300.00		0.00					
5	KCTV	08/04/14	08/04/14	KCTV5 News 5pm KCTV5 News @ 5P	CM	5-530pm	1-----	:30	1	\$300.00	HPT	0.00	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: 08/04/14	08/10/14	1-----		1		\$300.00		0.00					
6	KCTV	08/04/14	08/04/14	KCTV5 News 6pm KCTV5 News @ 6P	CM	6-630pm	1-----	:30	1	\$300.00	HPT	0.00	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: 08/04/14	08/10/14	1-----		1		\$300.00		0.00					
7	KCTV	08/04/14	08/04/14	News @ 10pm KCTV5 News @ 10P	CM	10-1035pm	1-----	:30	1	\$550.00	IMP	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	1-----		1		\$550.00		0.00					
8	KCTV	08/03/14	08/03/14	CBS Sunday Morning CBS Sunday Morning	CM	8-930am	-----2	:30	2	\$450.00	IMP	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/28/14	08/03/14	-----2		2		\$450.00		0.00					
9	KCTV	08/03/14	08/03/14	Sun AM News KCTV5 More Morn Sun	CM	930-1130am	-----2	:30	2	\$300.00	IMP	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: 07/28/14	08/03/14	-----2		2		\$300.00		0.00					
10	KCTV	08/03/14	08/03/14	KCTV5 SU News 530pm KCTV5 SU News 530p	CM	530-6p	-----1	:30	1	\$250.00	HPT	0.00	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: 07/28/14	08/03/14	-----1		1		\$250.00		0.00					
11	KCTV	08/03/14	08/03/14	Su Late News Su Late News	CM	Sun 10-11p	-----1	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/28/14	08/03/14	-----1		1		\$500.00		0.00					
12	KCTV	08/04/14	08/04/14	M-F 1035-1135P M-F 1035-1135P	CM	1035-1135P	1-----	:30	1	\$225.00	IMP	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	1-----		1		\$225.00		0.00					
13	KCTV	08/03/14	08/03/14	Sun 6-7pm Sun 6-7pm	CM	6-7pm	-----S	:30	1	\$3,000.00	IMP	0.00	NM	1	\$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: 07/28/14	08/03/14	-----S		1		\$3,000.00		0.00					
14	KCTV	08/04/14	08/04/14	M-F 630-7pm Inside Edition	CM	630-7pm	M-----	:30	1	\$525.00	PMT	0.00	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: 08/04/14	08/10/14	M-----		1		\$525.00		0.00					
15	KCTV	08/04/14	08/05/14	News @ 6-7am More in the Morning 6A	CM	6-7am	MT-----	:30	2	\$275.00	IMP	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	MT-----		2		\$275.00		0.00					
16	KCTV	08/04/14	08/05/14	News @ 5am More in the Morning	CM	5a-6a	MT-----	:30	2	\$175.00	PMT	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/04/14	08/10/14	MT-----		2		\$175.00		0.00					
N 17	KCTV	08/05/14	08/05/14	Bold/The Talk 12:30 PM-2:00 PM	CM	12:58-2P	-T-----	:30	2	\$200.00	IMP	0.00	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>					

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N17	KCTV	08/05/14	08/05/14	Bold/The Talk 12:30 PM-2:00 PM	CM	12:58-2P	-T-----	:30	2	\$200.00	IMP	0.00	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: 08/04/14	08/10/14	-T-----		2				\$200.00					0.00
													Totals	25	\$10,440.00