

ORDER



Orders
Order / Rev: 170523
Alt Order #: 08416428
Product Desc: ALLI 4 GUN RSPNSBLTY
Estimate: 298
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/17/16 / 10/17/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency Name: Old Towne Media
Buying Contact:
Billing Contact:
 PO Box 31150
 Alexandria, VA 22310

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

Advertiser Name: Alliance for Gun Responsibility
Demographic: A35+
Product Codes: PL Issue
Priority: P-3
Revenue Codes: AGY, POL, ISS

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
09/26/16	10/24/16	37	\$9,510.00	\$8,083.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	37	\$9,510.00	\$8,083.50	0.00
Totals	37	\$9,510.00	\$8,083.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXLY	22%	\$9,510.00
Market	100%	\$43,227.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAYU	0%	\$0.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	46%	\$19,884.55
KREM	32%	\$13,832.73
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	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
1	KXLY	10/21/16	10/21/16	10-11a M-F The View	CM	10-11a	----1--	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/17/16	10/23/16	----1--		1		\$160.00		0.00					
2	KXLY	10/21/16	10/21/16		CM	11-1135p	----1--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				11p M-F Late News Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/17/16	10/23/16	----1--	1	\$250.00	0.00								
3	KXLY	10/21/16	10/21/16	630-7a GMNW	CM	630-7a	----1--	:30	1	\$300.00	P-1	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:		10/17/16	10/23/16	----1--	1	\$300.00	0.00								
4	KXLY	10/21/16	10/21/16	630-7p M-F M-F News @630p	CM	630-7p	----1--	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/17/16	10/23/16	----1--	1	\$310.00	0.00								
5	KXLY	10/21/16	10/21/16	7-730p M-F ET Tonight	CM	7-730p	----1--	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/17/16	10/23/16	----1--	1	\$140.00	0.00								
6	KXLY	10/21/16	10/21/16	7-9a GMA GMA	CM	7-9a	----1--	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/17/16	10/23/16	----1--	1	\$320.00	0.00								
7	KXLY	10/24/16	10/24/16	10-11a M-F The View	CM	10-11a	1-----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$160.00	0.00								
8	KXLY	10/24/16	10/24/16	11p M-F Late News Late News	CM	11-1135p	1-----	:30	1	\$250.00	P-1	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:		10/24/16	10/30/16	1-----	1	\$250.00	0.00								
9	KXLY	10/24/16	10/24/16	5-530p M-F M-F News @5p	CM	5-530p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$350.00	0.00								
10	KXLY	10/24/16	10/24/16	630-7a GMNW	CM	630-7a	1-----	:30	1	\$300.00	P-1	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:		10/24/16	10/30/16	1-----	1	\$300.00	0.00								
11	KXLY	10/24/16	10/24/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$310.00	0.00								
12	KXLY	10/24/16	10/24/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$140.00	0.00								
13	KXLY	10/24/16	10/24/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$320.00	0.00								
14	KXLY	10/24/16	10/24/16	730-8p M-F Insider	CM	730-8p	1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$140.00	0.00								
16	KXLY	10/24/16	10/24/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/16	10/30/16	1-----	1	\$180.00	0.00								
17	KXLY	10/22/16	10/22/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/16	10/22/16	-----1-	1	\$140.00	0.00								

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KXLY	10/22/16	10/22/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----1-					1	\$140.00		0.00			
18	KXLY	10/23/16	10/23/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----1					1	\$90.00		0.00			
19	KXLY	10/23/16	10/23/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$130.00	P-1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----1					1	\$130.00		0.00			
20	KXLY	10/23/16	10/23/16	This Week This Week	CM	758-9a	-----1	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----1					1	\$150.00		0.00			
21	KXLY	10/20/16	10/20/16	5-530p M-F M-F News @5p	CM	5-530p	---1---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---					1	\$350.00		0.00			
22	KXLY	10/20/16	10/20/16	630-7a GMNW	CM	630-7a	---1---	:30	1	\$300.00	P-1	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:	10/17/16	10/23/16	---1---					1	\$300.00		0.00			
23	KXLY	10/20/16	10/20/16	630-7p M-F M-F News @630p	CM	630-7p	---1---	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---					1	\$310.00		0.00			
24	KXLY	10/20/16	10/20/16	7-9a GMA GMA	CM	7-9a	---1---	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---					1	\$320.00		0.00			
25	KXLY	10/20/16	10/20/16	730-8p M-F Insider	CM	730-8p	---1---	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---					1	\$140.00		0.00			
26	KXLY	10/20/16	10/20/16	9-10a M-F Live With Kelly	CM	9-10a	---1---	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---					1	\$180.00		0.00			
27	KXLY	10/18/16	10/18/16	5-530p M-F M-F News @5p	CM	5-530p	-1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----					1	\$350.00		0.00			
28	KXLY	10/18/16	10/18/16	630-7a GMNW	CM	630-7a	-1-----	:30	1	\$300.00	P-1	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:	10/17/16	10/23/16	-1-----					1	\$300.00		0.00			
29	KXLY	10/18/16	10/18/16	7-730p M-F ET Tonight	CM	7-730p	-1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----					1	\$140.00		0.00			
30	KXLY	10/18/16	10/18/16	7-9a GMA GMA	CM	7-9a	-1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----					1	\$320.00		0.00			
31	KXLY	10/18/16	10/18/16	9-10a M-F Live With Kelly	CM	9-10a	-1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----					1	\$180.00		0.00			

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
31	KXLY	10/18/16	10/18/16	9-10a M-F Live With Kelly	CM	9-10a	-1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$180.00		0.00			
32	KXLY	10/19/16	10/19/16	10-11a M-F The View	CM	10-11a	--1----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$160.00		0.00			
33	KXLY	10/19/16	10/19/16	11p M-F Late News Late News	CM	11-1135p	--1----	:30	1	\$250.00	P-1	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: 10/17/16	10/23/16	--1----		1				\$250.00		0.00			
34	KXLY	10/19/16	10/19/16	630-7a GMNW	CM	630-7a	--1----	:30	1	\$300.00	P-1	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: 10/17/16	10/23/16	--1----		1				\$300.00		0.00			
35	KXLY	10/19/16	10/19/16	630-7p M-F M-F News @630p	CM	630-7p	--1----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$310.00		0.00			
36	KXLY	10/19/16	10/19/16	7-9a GMA GMA	CM	7-9a	--1----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$320.00		0.00			
37	KXLY	10/19/16	10/19/16	730-8p M-F Insider	CM	730-8p	--1----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$140.00		0.00			
38	KXLY	10/21/16	10/21/16	Fri 10-11p Prime 20/20	CM	10-11p	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----1--		1				\$1,000.00		0.00			
													Totals	37	\$9,510.00