

**ORDER**

WDAF-TV

**Orders**

Order / Rev: **358200**  
 Alt Order #:  
 Product Desc: 17 media  
 Estimate: 186  
 Flight Dates: 07/19/16 - 07/25/16  
 Original Date / Rev: 07/22/16 / 07/22/16  
 Order Type: GENERAL

Primary AE: Local WDAF House  
 Sales Office: LOCAL  
 Sales Region: Local

**Agency**

Name: **Thompson Communications Inc**  
 Buying Contact:  
 Billing Contact:  
 200 W Jefferson  
 Marshfield, MO 65706

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

**Advertiser**

Name: **Schaefer/R/MO/Attorney Gen**  
 Demographic: A18-54  
 Product Codes: PL2.a.ii  
 Priority: Default  
 Revenue Codes: Agency, Political, Political-Non-PAC

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
07/01/16	07/25/16	67	\$34,425.00	\$29,261.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	67	\$34,425.00	\$29,261.25	0.00
<b>Totals</b>	<b>67</b>	<b>\$34,425.00</b>	<b>\$29,261.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local WDAF House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDAF-TV	25%	\$34,425.00
Market	100%	\$137,700.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	25%	\$34,425.00
KCWE	0%	\$0.00
KMBC	25%	\$34,425.00
KMCI	0%	\$0.00
KPXE	25%	\$34,425.00
KSHB	0%	\$0.00
KSMO	0%	\$0.00
NCWE	0%	\$0.00
NMBC	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	4	07/20/16	07/22/16	M-F 5a-530a M-F 5a-530a	CM	5a-530a	--W-F--	:30	2	\$325.00	03	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/18/16	07/24/16	--W-F--	2		\$325.00		0.00						
2	4	07/19/16	07/25/16		CM	530a-6a	MT-T---	:30	2	\$450.00	03	0.00	NM	3	\$1,350.00

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Advertiser: Schaefer/R/MO/Attorney Gen  
 Product Desc: 17 media  
 Estimate: 186  
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530a-6a															
M-F 530a-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-T-T---					2	\$450.00		0.00			
Week: 07/25/16		07/25/16	07/31/16	M-----					1	\$450.00		0.00			
3	4	07/20/16	07/22/16	M-F 6a-7a	CM	6:00 AM-6:30 AM	--W-F--	:30	2	\$800.00	03	0.00	NM	2	\$1,600.00
M-F 6a-7a															
(6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	--W-F--					2	\$800.00		0.00			
4	4	07/23/16	07/23/16	Sa 6a-8a	CM	6:00 AM-6:30 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23															
(6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S-					1	\$275.00		0.00			
5	4	07/19/16	07/25/16	M-F 6a-7a	CM	6:30 AM-7:00 AM	MT-T---	:30	2	\$800.00	03	0.00	NM	3	\$2,400.00
M-F 6a-7a															
(6:30 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-T-T---					2	\$800.00		0.00			
Week: 07/25/16		07/25/16	07/31/16	M-----					1	\$800.00		0.00			
6	4	07/23/16	07/23/16	Sa 6a-8a	CM	6:30 AM-7:00 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23															
(6:30 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S-					1	\$275.00		0.00			
7	4	07/20/16	07/22/16	M-F 7a-9a	CM	7:00 AM-7:30 AM	--W-F--	:30	2	\$650.00	03	0.00	NM	2	\$1,300.00
M-F 7a-9a															
(7:00 AM-7:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	--W-F--					2	\$650.00		0.00			
8	4	07/23/16	07/23/16	Sa 6a-8a	CM	7:00 AM-7:30 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23															
(7:00 AM-7:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S-					1	\$275.00		0.00			
9	4	07/24/16	07/24/16	Su 7a-9a	CM	7:00 AM-7:30 AM	-----S	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Su 7a-9a															
(7:00 AM-7:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S					1	\$275.00		0.00			
10	4	07/19/16	07/25/16	M-F 7a-9a	CM	7:30 AM-8:00 AM	MT-T---	:30	2	\$650.00	03	0.00	NM	3	\$1,950.00
M-F 7a-9a															
(7:30 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-T-T---					2	\$650.00		0.00			
Week: 07/25/16		07/25/16	07/31/16	M-----					1	\$650.00		0.00			
11	4	07/23/16	07/23/16	Sa 6a-8a	CM	7:30 AM-8:00 AM	-----S-	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Sa 6a-8a Eff 4/23															
(7:30 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S-					1	\$275.00		0.00			
12	4	07/24/16	07/24/16	Su 7a-9a	CM	7:30 AM-8:00 AM	-----S	:30	1	\$275.00	04	0.00	NM	1	\$275.00
Su 7a-9a															
(7:30 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S					1	\$275.00		0.00			
13	4	07/24/16	07/24/16	Su 7a-9a	CM	8:00 AM-8:30 AM	-----S	:30	1	\$500.00	02	0.00	NM	1	\$500.00
Su 7a-9a															
(8:00 AM-8:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-----S					1	\$500.00		0.00			
14	4	07/20/16	07/22/16	M-F 7a-9a	CM	8:00 AM-8:30 AM	--W-F--	:30	2	\$450.00	04	0.00	NM	2	\$900.00
M-F 7a-9a															
(8:00 AM-8:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	--W-F--					2	\$450.00		0.00			
15	4	07/19/16	07/21/16	M-F 7a-9a	CM	8:30 AM-9:00 AM	MT-T---	:30	2	\$450.00	04	0.00	NM	2	\$900.00
M-F 7a-9a															
(8:30 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/18/16		07/18/16	07/24/16	-T-T---					2	\$450.00		0.00			

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WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	4	07/24/16	07/24/16	Su 7a-9a Su 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S	:30	1	\$275.00	04	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-----S					1	\$275.00		0.00			
17	4	07/24/16	07/24/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----S	:30	1	\$350.00	04	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: 07/18/16	07/24/16	-----S					1	\$350.00		0.00			
18	4	07/19/16	07/25/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 07/18/16	07/24/16	-TWTF--					4	\$300.00		0.00			
		Week: 07/25/16	07/31/16	M-----					1	\$300.00		0.00			
19	4	07/24/16	07/24/16	FOX News Sunday FOX News Sunday	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----S	:30	1	\$350.00	04	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: 07/18/16	07/24/16	-----S					1	\$350.00		0.00			
20	4	07/19/16	07/25/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	AMMTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 07/18/16	07/24/16	-TWTF--					4	\$300.00		0.00			
		Week: 07/25/16	07/31/16	M-----					1	\$300.00		0.00			
21	4	07/20/16	07/22/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--W-F--	:30	2	\$600.00	03	0.00	NM	2	\$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: 07/18/16	07/24/16	--W-F--					2	\$600.00		0.00			
22	4	07/24/16	07/24/16	Su 5p-6p Su 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----S	:30	1	\$300.00	04	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: 07/18/16	07/24/16	-----S					1	\$300.00		0.00			
23	4	07/19/16	07/25/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MT-T---	:30	2	\$600.00	03	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-T-T---					2	\$600.00		0.00			
		Week: 07/25/16	07/31/16	M-----					1	\$600.00		0.00			
24	4	07/24/16	07/24/16	Su 5p-6p Su 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-----S	:30	1	\$300.00	04	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: 07/18/16	07/24/16	-----S					1	\$300.00		0.00			
25	4	07/19/16	07/22/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-T-TF--	:30	3	\$750.00	03	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-T-TF--					3	\$750.00		0.00			
26	4	07/24/16	07/24/16	Su 9p-10p Su 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	-----S	:30	1	\$800.00	03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-----S					1	\$800.00		0.00			
27	4	07/19/16	07/22/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	-T-TF--	:30	3	\$800.00	03	0.00	NM	3	\$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: 07/18/16	07/24/16	-T-TF--					3	\$800.00		0.00			
28	4	07/23/16	07/23/16	Sa 9p-10p Sa 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	-----S-	:30	1	\$650.00	04	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-----S-					1	\$650.00		0.00			
29	4	07/24/16	07/24/16	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$900.00	03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-----S					1	\$900.00		0.00			

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 Estimate: 186

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30	4	07/23/16	07/23/16	Sa 10p-1030p Sa 10p-1030p	CM	10p-1030p	-----S-	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	-----S-		1			\$700.00			0.00			
31	4	07/19/16	07/25/16	M-F 10p-1030p M-F 10p-1030p	CM	10p-1030p	M-W-F--	:30	2	\$900.00	03	0.00	NM	3	\$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:	07/18/16	07/24/16	--W-F--		2			\$900.00			0.00			
	Week:	07/25/16	07/31/16	M-----		1			\$900.00			0.00			
32	4	07/19/16	07/25/16	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	MTWTF--	:30	5	\$500.00	03	0.00	NM	5	\$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:	07/18/16	07/24/16	-TWTF--		4			\$500.00			0.00			
	Week:	07/25/16	07/31/16	M-----		1			\$500.00			0.00			
33	4	07/20/16	07/22/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	--W-F--	:30	2	\$50.00	04	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	--W-F--		2			\$50.00			0.00			
34	4	07/25/16	07/25/16	M-F 7a-9a M-F 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	M-----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/25/16	07/31/16	M-----		1			\$650.00			0.00			
Totals														67	\$34,425.00