

ORDER



WDAF-TV

Orders	Order / Rev:	401529	
	Alt Order #:	08428747	
	Product Desc:	DSCC 11/1 ADD #3	
	Estimate:	5816	
	Flight Dates:	11/01/16 - 11/08/16	Primary AE: Nick Welte
	Original Date / Rev:	10/26/16 / 11/07/16	Sales Office: NPHL
	Order Type:	GENERAL	Sales Region: National

Agency	Name:	Great American Media	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		3050 K St NW	Billing Cycle: EOM/EOC
		Washington, DC 20007	Agency Commission: 15%

Advertiser	Name:	DSCC IE	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL4.a	Order Separation: 00:15:00
	Priority:	03	Advertiser External ID:
	Revenue Codes:	Agency, Political, Political-PAC	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	23	\$27,500.00	\$23,375.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	23	\$27,500.00	\$23,375.00	0.00
Totals	23	\$27,500.00	\$23,375.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDAF-TV	9%	\$27,500.00
Market	100%	\$305,555.56

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	29%	\$88,611.11
KCWE	11%	\$33,611.11
KMBC	40%	\$122,222.22
KMCI	2%	\$6,111.11
KPXE	0%	\$0.00
KSHB	8%	\$24,444.44
KSMO	1%	\$3,055.56
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
E 1	4	11/01/16	11/07/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	3	\$900.00	02	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:		11/01/16	11/07/16	MTWTF--			3		\$900.00		0.00				
E 2	4	11/01/16	11/07/16		CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$600.00	02	0.00	NM	3	\$1,800.00

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Alt Order #: 08428747
Flight Dates: 11/01/16 - 11/08/16

Advertiser: DSCC IE
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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
				M-F 11a-12p											
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--					3	\$600.00		0.00			
E 3	4	11/01/16	11/07/16	M-F 2p-3p	CM	2:00 PM-3:00 PM	MTWTF--	:30	3	\$750.00	02	0.00	NM	3	\$2,250.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--					3	\$750.00		0.00			
E 4	4	11/01/16	11/07/16	M-F 3p-330p	CM	3p-330p	MTWTF--	:30	3	\$900.00	02	0.00	NM	3	\$2,700.00
				M-F 3p-330p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--					3	\$900.00		0.00			
E 5	4	11/01/16	11/07/16	M-F 4p-430p	CM	4p-430p	MTWTF--	:30	3	\$1,500.00	02	0.00	NM	3	\$4,500.00
				M-F 4p-430p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--					3	\$1,500.00		0.00			
E 6	4	11/05/16	11/05/16	Sa 12a-1a	CM	12:00 AM-1:00 AM	-----1-	:30	1	\$100.00	03	0.00	NM	1	\$100.00
				Sa 12a-1a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-					1	\$100.00		0.00			
E 7	4	11/06/16	11/06/16	Su 5p-6p	CM	5:00 PM-5:30 PM	-----1	:30	1	\$1,000.00	02	0.00	NM	0	\$0.00
				Su 5p-6p		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/31/16-11/06/16		Su 5p-6p	5:00 PM-5:30 PM		5:00 PM-5:30 P-----Su	:30		(\$1,000.00)		0.00	NM		
Credited															
E 8	4	11/06/16	11/06/16	Su 7a-9a	CM	7:00 AM-7:30 AM	-----1	:30	1	\$1,000.00	02	0.00	NM	0	\$0.00
				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:		10/31/16	11/06/16	-----1					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/31/16-11/06/16		Su 7a-9a	7:00 AM-7:30 AM		7:00 AM-7:30 A-----Su	:30		(\$1,000.00)		0.00	NM		
Credited															
E 9	4	11/06/16	11/06/16	Su 7a-9a	CM	8:00 AM-8:30 AM	-----1	:30	1	\$1,000.00	02	0.00	NM	0	\$0.00
				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:		10/31/16	11/06/16	-----1					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/31/16-11/06/16		Su 7a-9a	7-9a		-----Su	:30		(\$1,000.00)		0.00	NM		
Credited															
E 10	4	11/06/16	11/06/16	FOX News Sunday	CM	9:00 AM-9:30 AM	-----1	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
				FOX News Sunday		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1					1	\$1,000.00		0.00			
N 11	4	11/07/16	11/07/16	Monday Prime Hour 1	CM	7p-8p	M-----	:30	1	\$8,000.00	02	0.00	NM	1	\$8,000.00
				Monday Prime Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/16	11/07/16	M-----					1	\$8,000.00		0.00			
N 12	4	11/08/16	11/08/16	M-F 4p-5p	CM	4p-5p	-T-----	:30	1	\$800.00	02	0.00	NM	1	\$800.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	-T-----					1	\$800.00		0.00			
N 13	4	11/08/16	11/08/16	M-F 5p-6p	CM	5:00 PM-5:30 PM	-T-----	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
				M-F 5p-6p		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	-T-----					1	\$1,200.00		0.00			
N 14	4	11/08/16	11/08/16	M-F 430a-5a	CM	430a-5a	-T-----	:30	1	\$450.00	02	0.00	NM	1	\$450.00
				M-F 430a-5a											

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N 14	4	11/08/16	11/08/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	-T-----	:30	1	\$450.00	02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/07/16	11/13/16	-T-----		1				\$450.00		0.00			
N 15	4	11/08/16	11/08/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-T-----	:30	1	\$1,000.00	02	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:	11/07/16	11/13/16	-T-----		1				\$1,000.00		0.00			
N 16	4	11/08/16	11/08/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-T-----	:30	1	\$1,000.00	02	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:	11/07/16	11/13/16	-T-----		1				\$1,000.00		0.00			
													Totals	23	\$27,500.00