

ORDER

WDAF-TV

Orders	Order / Rev:	402085	
	Alt Order #:	08429326	
	Product Desc:	DCCC 11/1 ADD	
	Estimate:	5825	
	Flight Dates:	11/01/16 - 11/07/16	Primary AE: Nick Welte
	Original Date / Rev:	10/27/16 / 10/27/16	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:	02	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	11/07/16	21	\$30,600.00	\$26,010.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	21	\$30,600.00	\$26,010.00	0.00
Totals	21	\$30,600.00	\$26,010.00	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	22%	\$30,600.00
Market	100%	\$139,090.91

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	26%	\$36,163.64
KCWE	3%	\$4,172.73
KMBC	28%	\$38,945.45
KMCI	0%	\$0.00
KPXE	0%	\$0.00
KSHB	20%	\$27,818.18
KSMO	1%	\$1,390.91
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 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	MTWTF--	:30	2	\$750.00	02	0.00	NM	2	\$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:		11/01/16	11/07/16	MTWTF--			2		\$750.00		0.00				
E 2	4	11/01/16	11/07/16		CM	12:30 PM-1:00 PM	MTWTF--	:30	2	\$1,000.00	02	0.00	NM	2	\$2,000.00

Order / Rev: 402085
 Alt Order #: 08429326
 Flight Dates: 11/01/16 - 11/07/16

Advertiser: DSCC IE
 Product Desc: DCCC 11/1 ADD
 Estimate: 5825

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12p-1p M-F 12p-1p		(12:30 PM-1:00 PM)									
		<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--		2			\$1,000.00			0.00			
E 3	4	11/01/16	11/07/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$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: 11/01/16	11/07/16	MTWTF--		2			\$1,500.00			0.00			
E 4	4	11/01/16	11/07/16	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$1,750.00	02	0.00	NM	2	\$3,500.00
		<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--		2			\$1,750.00			0.00			
E 5	4	11/01/16	11/07/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$2,000.00	02	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--		2			\$2,000.00			0.00			
E 6	4	11/01/16	11/07/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--		1			\$5,000.00			0.00			
E 7	4	11/01/16	11/07/16	M-F 7a-9a M-F 7a-9a	CM	7:30 AM-8:00 AM	MTWTF--	:30	2	\$2,000.00	02	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/16	11/07/16	MTWTF--		2			\$2,000.00			0.00			
E 8	4	11/01/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-9:30 AM	MTWTF--	:30	2	\$900.00	02	0.00	NM	2	\$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: 11/01/16	11/07/16	MTWTF--		2			\$900.00			0.00			
E 9	4	11/01/16	11/07/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM	MTWTF--	:30	1	\$2,100.00	02	0.00	NM	1	\$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: 11/01/16	11/07/16	MTWTF--		1			\$2,100.00			0.00			
E 10	4	11/05/16	11/05/16	FOX Late Fringe FOX Late Fringe	CM	10:30 PM-11:00 PM	PI-----1-	:30	1	\$200.00	02	0.00	NM	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: 10/31/16	11/06/16	-----1-		1			\$200.00			0.00			
E 11	4	11/06/16	11/06/16	Su 11p-1130p Su 11p-1130p	CM	11:00 PM-11:30 PM	PI-----1	:30	1	\$500.00	02	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: 10/31/16	11/06/16	-----1		1			\$500.00			0.00			
E 12	4	11/06/16	11/06/16	Su 5p-6p Su 5p-6p	CM	5:00 PM-6:00 PM	-----1	: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: 10/31/16	11/06/16	-----1		1			\$1,000.00			0.00			
E 13	4	11/06/16	11/06/16	Su 7a-9a Su 7a-9a	CM	8:00 AM-9:00 AM	-----1	: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: 10/31/16	11/06/16	-----1		1			\$1,000.00			0.00			
E 14	4	11/06/16	11/06/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-10:00 AM	-----1	: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: 10/31/16	11/06/16	-----1		1			\$1,000.00			0.00			
													Totals	21	\$30,600.00