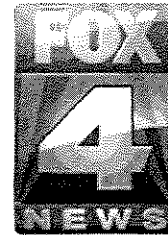


ORDER



WDAF-TV

Orders

Order / Rev: 385368
Alt Order #: 08392440
Product Desc: DSCC IE 10/25
Estimate: 5455
Flight Dates: 10/25/16 - 10/31/16
Original Date / Rev: 09/21/16 / 11/04/16
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: NPHL
Sales Region: National

Agency

Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser

Name: DSCC IE
Demographic: A35+
Product Codes: PL4.a
Priority: 07
Revenue Codes: Agency, Political, Political-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
09/26/16	10/30/16	53	\$26,750.00	\$22,737.50
10/31/16	10/31/16	13	\$6,350.00	\$5,397.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	53	\$26,750.00	\$22,737.50	0.00
November 2016	13	\$6,350.00	\$5,397.50	0.00
Totals	66	\$33,100.00	\$28,135.00	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%	\$33,100.00
Market	100%	\$150,454.55

Competitive Share	Share	Total
CABLE	0%	\$0.00
EDAF	0%	\$0.00
KCPT	0%	\$0.00
KCTV	32%	\$48,145.45
KCWE	2%	\$3,009.09
KMBC	31%	\$46,640.91
KMCI	4%	\$6,018.18
KPXE	0%	\$0.00
KSHB	8%	\$12,036.36
KSMO	1%	\$1,504.55
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	10/25/16	10/31/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	8	\$300.00	03	0.00	NM	8	\$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:		10/25/16	10/31/16	MTWTF--			8		\$300.00		0.00				

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 Flight Dates: 10/25/16 - 10/31/16

Advertiser: DSCC IE
 Product Desc: DSCC IE 10/25
 Estimate: 5455
 WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	4	10/25/16	10/31/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	5	\$500.00	03	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/16	10/31/16	MTWTF--	5		\$500.00		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>		
5	4	10/25/16-10/31/16		M-F 9a-10a	9:30 AM-10:00 AM		MTWThF----	:30		(\$500.00)		0.00	NM		
Credited															
E 13	4	10/25/16	10/31/16	M-F 9p-10p M-F 9p-10p	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	MTWTF--	:30	1	\$1,100.00	03	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/16	10/31/16	MTWTF--	1		\$1,100.00		0.00						
E 14	4	10/29/16	10/29/16	Sa 10p-1030p Sa 10p-1030p	CM	10:00 PM-10:30 PM	PI-----1-	: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:		10/24/16	10/30/16	-----1-	1		\$800.00		0.00						
E 15	4	10/29/16	10/29/16	FOX Late Fringe FOX Late Fringe	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI-----1-	:30	1	\$100.00	04	0.00	NM	0	\$0.00
		<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		\$100.00		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	10/24/16-10/30/16		FOX Late Fringe	10:30 PM-11:00 PM		PI-----Sa--	:30		(\$100.00)		0.00	NM		
Credited															
E 16	4	10/29/16	10/29/16	Sa 11p-1a Sa 11p-1a	CM	11:00 PM-11:30 PM (11:00 PM-11:30 PM)	PI-----	:30	0	\$75.00	07	0.00	NM	1	\$75.00
		<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		\$75.00		0.00						
E 17	4	10/29/16	10/29/16	Sa 1130p-12a Sa 1130p-12a	CM	11:30 PM-12:00 AM	XI-----1-	:30	1	\$75.00	07	0.00	NM	1	\$75.00
		<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		\$75.00		0.00						
E 18	4	10/30/16	10/30/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$600.00	03	0.00	NM	0	\$0.00
		<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		\$600.00		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	10/24/16-10/30/16		FOX News Sunday	9:00 AM-9:30 AM		-----Su	:30		(\$600.00)		0.00	NM		
Credited															
N 19	4	10/25/16	10/31/16	M-F 5a-530a M-F 5a-530a	CM	5a-530a	MTWTF--	:30	3	\$500.00	03	0.00	NM	3	\$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:		10/25/16	10/31/16	MTWTF--	3		\$500.00		0.00						
N 20	4	10/25/16	10/31/16	M-F 530a-6a M-F 530a-6a	CM	530a-6a	MTWTF--	: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:		10/25/16	10/31/16	MTWTF--	1		\$650.00		0.00						
N 21	4	10/25/16	10/31/16	M-F 7a-9a M-F 7a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	: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:		10/25/16	10/31/16	MTWTF--	3		\$750.00		0.00						
N 22	4	10/25/16	10/31/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	3	\$1,000.00	03	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/16	10/31/16	MTWTF--	3		\$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>		
2	4	10/25/16-10/31/16		M-F 6p-630p	6p-630p		MTWThF----	:30		(\$1,000.00)		0.00	NM		
Credited															
N 23	4	10/25/16	10/31/16	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	3	\$2,000.00	03	0.00	NM	1	\$2,000.00
		<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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Alt Order #: 08392440
Flight Dates: 10/25/16 - 10/31/16

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
N 23	4	10/25/16	10/31/16	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	3	\$2,000.00	03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/16	10/31/16	MTWTF--	3		\$2,000.00		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	10/25/16-10/31/16		M-F 630p-7p	630p-7p		MTWThF----	:30	(\$2,000.00)	0.00	NM				
Credited															
2	4	10/25/16-10/31/16		M-F 630p-7p	630p-7p		MTWThF----	:30	(\$2,000.00)	0.00	NM				
Credited															
Totals														66	\$33,100.00