

ORDER



KSHB-TV

Orders
Order / Rev: 1014415
Alt Order #: WOC13582873
Product Desc: PROTECT OUR CARE
Estimate: 2225
Flight Dates: 04/26/22 - 05/02/22
Original Date / Rev: 04/21/22 / 04/21/22
Order Type: GENERAL

Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Assembly - Political
Buying Contact:
Billing Contact: Jacob Czmer
 711 3rd Ave.
 New York, NY 10017

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

Advertiser
Name: Protect Our Care
Demographic: W35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business Thru:
Advertiser External ID: 260582
Agency External ID: 141061
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	04/29/22	5	\$2,900.00	\$2,465.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	5	\$2,900.00	\$2,465.00	7.10
Totals	5	\$2,900.00	\$2,465.00	7.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	04/26/22	04/29/22	M-F Today Show M-F Today Show (Program: NBC TODAY SHOW); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Ratin; gs with BBO	CM	7-9am	---11--	:30	2	\$600.00	P-2	1.20	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:	04/25/22	05/01/22	---11--		2				\$600.00		1.20			
N 2	KSHB	04/26/22	04/27/22	M-F 10-1035pm News M-F 10-1035pm News (Program: KSHB 41 NEWS 10P); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Ratin; gs with BBO	CM	10-1035pm	-11----	:30	2	\$800.00	P-2	2.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/25/22	05/01/22	-11----		2				\$800.00		2.00			
N 3	KSHB	04/26/22	04/27/22	M-F 2-3pm TBA (Program: DREW BARRYMORE SHOW); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Ratin; gs with BBO	CM	2-3pm	--1----	:30	1	\$100.00	P-2	0.70	NM	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:	04/25/22	05/01/22	--1----		1				\$100.00		0.70			
Totals													5	\$2,900.00	