

ORDER

Orders

Order / Rev: 2524448

Alt Order #: WOC13576350

Product Desc: PROTECT OUR CARE

Estimate: 2218

Flight Dates: 04/19/22 - 04/25/22

Original Date / Rev: 04/14/22 / 04/14/22

Order Type: NORMAL

KCTV

Primary AE: Susie Kirkpatrick

Sales Office: KANN

Sales Region: National

Agency

Name: Assembly Media

Buying Contact:

Billing Contact:

One World Trade Center

New York, NY 10007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Protect Our Care

Demographic: HH

Product Codes: Issue - National - Other

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-ISS

Priority: CHOOSE

New Business End:

Advertiser External ID: 551292

Agency External ID: 171498

Unit Code: General

Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 03/28/22 | 04/24/22 | 6 | \$6,900.00 | \$5,865.00 |
| 04/25/22 | 04/25/22 | 2 | \$2,000.00 | \$1,700.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|--------------|
| April 2022 | 6 | \$6,900.00 | \$5,865.00 | 21.00 |
| May 2022 | 2 | \$2,000.00 | \$1,700.00 | 7.20 |
| Totals | 8 | \$8,900.00 | \$7,565.00 | 28.20 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Susie Kirkpatrick | | | 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 | KCTV | 04/18/22 | 04/25/22 | CBS Mornings CBS Mornings | CM | 7:00 AM-9:00 AM | - 1 - - - - - | :30 | 1 | \$500.00 | P-01 | 2.80 | NM | 2 | \$1,000.00 |
| (Program: CBS MORNINGS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CB; S THS MRNG-1,CBS THS MRNG-2 Mo-Fr 7:00a-9:00a IN PMay/2021LS; ON KCTV. | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 04/18/22 | | 04/18/22 | 04/24/22 | - 1 - - - - - | | | 1 | | | \$500.00 | | 2.80 | | | |
| Week: 04/25/22 | | 04/25/22 | 05/01/22 | 1 - - - - - | | | 1 | | | \$500.00 | | 2.80 | | | |
| N 2 | KCTV | 04/25/22 | 04/25/22 | CBS Price Is Right CBS Price Is Right | CM | 10:00 AM-11:00 AM | 1 - - - - - | :30 | 1 | \$1,500.00 | P-01 | 4.40 | NM | 1 | \$1,500.00 |
| (Program: PRICE IS RIGHT); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PR; ICE-RT 2-CBS,PRICE-RT 1-CBS Mo-Fr 10:00a-11:00a IN PMay/2021; LS ON KCTV ADJUSTED TO THE PMay/2021LS TP HUT LEVEL FROM Mo-; Fr 10:00a-11:00a. | | | | | | | | | | | | | | | |
| | | <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 | | 04/25/22 | 05/01/22 | 1 - - - - - | | | 1 | | | \$1,500.00 | | 4.40 | | | |
| N 3 | KCTV | 04/18/22 | 04/22/22 | KCTV News 6p KCTV News 6p | CM | 6:00 PM-6:30 PM | - - 1 - 1 - - | :30 | 2 | \$1,500.00 | P-01 | 3.80 | NM | 2 | \$3,000.00 |
| (Program: 6PM EARLY NEWS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KC; TV5 NWS AT 6 Mo-Fr 6:00p-6:30p IN PMay/2021LS ON KCTV. | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 04/18/22 | | 04/18/22 | 04/24/22 | - - 1 - 1 - - | | | 2 | | | \$1,500.00 | | 3.80 | | | |
| N 4 | KCTV | 04/18/22 | 04/22/22 | M-F 630-7p M-F 630-7p | CM | 6:30 PM-7:00 PM | - - 1 - 1 - - | :30 | 2 | \$1,200.00 | P-01 | 2.70 | NM | 2 | \$2,400.00 |

Order / Rev: 2524448
 Alt Order #: WOC13576350
 Flight Dates: 04/19/22 - 04/25/22

Advertiser: Protect Our Care
 Product Desc: PROTECT OUR CARE
 Estimate: 2218

KCTV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|--------------------|-------|-----------------|---------|-----|-------------------|-------------|------|---------------|--------|-------|------------|
| (Program: PEOPLE); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF PE; OPLE Mo-Fr 6:30p-7:00p IN PMay/2021LS ON KCTV. | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/18/22 | 04/24/22 | -- 1- 1-- | | | | | 2 | \$1,200.00 | | 2.70 | | | |
| N 5 | KCTV | 04/18/22 | 04/24/22 | CBS Sunday Morning | CM | 8:00 AM-9:30 AM | ----- 1 | :30 | 1 | \$1,000.00 | P-01 | 5.20 | NM | 1 | \$1,000.00 |
| | | | | CBS Sunday Morning | | | | | | | | | | | |
| (Program: SUNDAY MRN-CBS); 2Q22 EST - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SU; NDAY MRN-CBS Sun 8:00a-9:30a IN PMay/2021LS ON KCTV. | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/18/22 | 04/24/22 | ----- 1 | | | | | 1 | \$1,000.00 | | 5.20 | | | |
| | | | | | | | | | | | | | Totals | 8 | \$8,900.00 |