

ORDER



KSHB-TV

Orders
Order / Rev: 1021281
Alt Order #: WOC13605677
Product Desc: PROTECT OUR CARE
Estimate: 2237
Flight Dates: 05/17/22 - 05/23/22
Original Date / Rev: 05/16/22 / 05/16/22
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 End:
Advertiser External ID: 260582
Agency External ID: 141061
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/23/22	8	\$3,720.00	\$3,162.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	8	\$3,720.00	\$3,162.00	10.40
Totals	8	\$3,720.00	\$3,162.00	10.40

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	05/17/22	05/19/22	M-F Today Show	CM	7-9am	--11---	:30	2	\$600.00	P-2	1.20	NM	2	\$1,200.00
(Program: NBC TODAY SHOW); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Rating; gs with BBO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/22		05/16/22	05/22/22	--11---					2	\$600.00		1.20			
N 2	KSHB	05/17/22	05/23/22	M-F 2-3pm	CM	2-3pm	---1---	:30	1	\$100.00	P-2	0.90	NM	2	\$200.00
(Program: DREW BARRYMORE SHOW); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Rating; gs with BBO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/22		05/16/22	05/22/22	---1---					1	\$100.00		0.90			
Week: 05/23/22		05/23/22	05/29/22	1-----					1	\$100.00		0.90			
N 3	KSHB	05/17/22	05/23/22	M-F 10-1035pm News	CM	10-1035pm	--1----	:30	1	\$800.00	P-2	2.00	NM	2	\$1,600.00
(Program: KSHB 41 NEWS 10P); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Rating; gs with BBO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/22		05/16/22	05/22/22	--1----					1	\$800.00		2.00			
Week: 05/23/22		05/23/22	05/29/22	1-----					1	\$800.00		2.00			
N 4	KSHB	05/17/22	05/20/22	M-F 1035-1135pm	CM	1035-1135pm	--1-1--	:30	2	\$360.00	P-2	1.10	NM	2	\$720.00
(Program: TONITE SHOW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/22		05/16/22	05/22/22	--1-1--					2	\$360.00		1.10			

