

ORDER**KSHB-TV**

Orders

Order / Rev: 1012552

Alt Order #: WOC13576349

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: 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
03/28/22	04/22/22	4	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	4	\$2,800.00	\$2,380.00	6.40
Totals	4	\$2,800.00	\$2,380.00	6.40

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	04/19/22	04/22/22	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 Ratin; gs with BBO Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/18/22 04/24/22 ---11-- 2 \$600.00 1.20															
N 2	KSHB	04/19/22	04/20/22	M-F 10-1035pm News	CM	10-1035pm	-11----	:30	2	\$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 Ratin; gs with BBO Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/18/22 04/24/22 -11---- 2 \$800.00 2.00															
Totals														4	\$2,800.00