

**ORDER****KSHB-TV**

**Orders**

**Order / Rev:** 1011732

**Alt Order #:** WOC13573704

**Product Desc:** PROTECT OUR CARE

**Estimate:** 2211

**Flight Dates:** 04/13/22 - 04/18/22

**Original Date / Rev:** 04/12/22 / 04/12/22

**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:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/18/22	5	\$3,600.00	\$3,060.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	5	\$3,600.00	\$3,060.00	8.40
<b>Totals</b>	<b>5</b>	<b>\$3,600.00</b>	<b>\$3,060.00</b>	<b>8.40</b>

**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	04/13/22	04/15/22	M-F Today Show 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															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/11/22		04/11/22	04/17/22	---11--					2	\$600.00		1.20			
N 2	KSHB	04/13/22	04/18/22	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	--11---	:30	2	\$800.00	P-2	2.00	NM	3	\$2,400.00
(Program: KSHB 41 NEWS 10P); 2Q22 ESTIMATE (sell) - Estimate is based upon 2nd Q 21 Ratin; 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: 04/11/22		04/11/22	04/17/22	--11---					2	\$800.00		2.00			
Week: 04/18/22		04/18/22	04/24/22	1-----					1	\$800.00		2.00			
													Totals	5	\$3,600.00