

ORDER



Orders
Order / Rev: 384678
Alt Order #: 09813062
Product Desc: HOUSE MAJORITY PAC
Estimate: 8185
Flight Dates: 10/20/20 - 10/26/20
Original Date / Rev: 04/08/20 / 04/08/20
Order Type: GENERAL

KSTC-TV, LLC

Primary AE: Ian Ambron
Sales Office: H-PHL
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007-3674

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

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: PL2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: 4

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	34	\$4,040.00	\$3,434.00
10/26/20	10/26/20	7	\$835.00	\$709.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	34	\$4,040.00	\$3,434.00	0.00
November 2020	7	\$835.00	\$709.75	0.00
Totals	41	\$4,875.00	\$4,143.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ian Ambron			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTC-TV, LLC	1%	\$4,875.00
Market	100%	\$487,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	21%	\$102,375.00
KMSP	23%	\$112,125.00
KMWB	1%	\$4,875.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTP	22%	\$107,250.00
WCCO	28%	\$136,500.00
WFTC	4%	\$19,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSTC	10/20/20	10/26/20	M-F 8-9a News M-F 8-9a	CM	8-9a	MTWTF--	:30	5	\$65.00	4	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--			5			\$65.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$65.00		0.00			
N 2	KSTC	10/20/20	10/26/20	M-F 5-6p KING OF QUEENS (2X)	CM	M-F 5-6p	MTWTF--	:30	5	\$60.00	4	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$60.00		0.00			
N 3	KSTC	10/25/20	10/25/20	Su 5-6p MIKE & MOLLY (2X)	CM	Su 5-6p	-----5	:30	5	\$75.00	4	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----5		5				\$75.00		0.00			
N 4	KSTC	10/20/20	10/26/20	M-F 7-8p FRIENDS (2X)	CM	M-F 7-8p	MTWTF--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$150.00		0.00			
N 5	KSTC	10/20/20	10/26/20	KSTC 9pm News KSTC 9pm News	CM	9pm	MTWTF--	:30	5	\$250.00	4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$250.00		0.00			
N 6	KSTC	10/25/20	10/25/20	Su 9pm News 45 News Sunday	CM	Su 9-930p	-----1	:30	1	\$325.00	4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1		1				\$325.00		0.00			
N 7	KSTC	10/20/20	10/26/20	M-F 11p-12a MOM	CM	M-F 11p-12a	MTWTF--	:30	5	\$100.00	4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$100.00		0.00			
N 8	KSTC	10/20/20	10/26/20	M-F 12-1am HOW I MET MOTHER (2X)	CM	M-F 12-1a	MTWTF--	:30	5	\$60.00	4	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$60.00		0.00			
N 9	KSTC	10/20/20	10/26/20	M-F 6-7p The Goldbergs	CM	M-F 6-7p	MTWTF--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--		5				\$150.00		0.00			
													Totals	41	\$4,875.00