

ORDER



Orders
Order / Rev: 378074
Alt Order #: 09731625
Product Desc: KLOBUCHAR FOR PRES
Estimate: 23
Flight Dates: 01/06/20 - 01/06/20
Original Date / Rev: 01/03/20 / 01/03/20
Order Type: GENERAL

KAAL-TV

Primary AE: Darah Wright
Sales Office: H-DC
Sales Region: National

Agency
Name: Groundswell Public Strategies
Buying Contact:
Billing Contact:
 100 E Grand Avenue Ste. 380
 Des Moines, IA 50309

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

Advertiser
Name: Amy for America
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/06/20	11	\$1,690.00	\$1,436.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	11	\$1,690.00	\$1,436.50	0.00
Totals	11	\$1,690.00	\$1,436.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Darah Wright			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KAAL-TV	30%	\$1,690.00
Market	100%	\$5,633.33

Competitive Share

	Share	Total
AWBR	0%	\$0.00
CABLE	0%	\$0.00
KIMT	40%	\$2,253.33
KSMQ	0%	\$0.00
KTTC	21%	\$1,183.00
KXLT	9%	\$507.00
KYIN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KAAL	01/06/20	01/06/20	5-6a	CM	M-F 5-6a	2-----	1:00	2	\$70.00	3	0.00	NM	2	\$140.00
ABC6 News Good Morni															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	2-----			2			\$70.00		0.00			
N 2	KAAL	01/06/20	01/06/20	6-7a	CM	M-F 6-7a	2-----	1:00	2	\$170.00	3	0.00	NM	2	\$340.00
ABC6 News Good Morni															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	2-----			2			\$170.00		0.00			

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KAAL-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KAAL	01/06/20	01/06/20	M-F GMA Good Morning America	CM	M-F 7-9a	4-----	1:00	4	\$210.00	99	0.00 NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	4-----			4		\$210.00		0.00			
N 4	KAAL	01/06/20	01/06/20	M-F 5-530p ABC 6 News at 5	CM	M-F 5-528p	1-----	1:00	1	\$150.00	3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	1-----			1		\$150.00		0.00			
N 5	KAAL	01/06/20	01/06/20	M-F 6-630p ABC 6 News at 6	CM	M-F 6-630p	1-----	1:00	1	\$200.00	7	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	1-----			1		\$200.00		0.00			
N 6	KAAL	01/06/20	01/06/20	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	1-----	1:00	1	\$20.00	99	0.00 NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	1-----			1		\$20.00		0.00			
												Totals	11	\$1,690.00