

ORDER



KXLF

Orders
Order / Rev: 708821
Alt Order #: WOC12513249
Product Desc: ISSUE
Estimate: 8397
Flight Dates: 07/01/20 - 07/07/20
Original Date / Rev: 05/22/20 / 05/22/20
Order Type: GENERAL

Primary AE: John Mitzel
Sales Office: N-BU
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact: Rick Weiner
 3050 K Street NW
 Washington, DC 20007

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

Advertiser
Name: Majority Forward
Demographic: A35+
Product Codes: PL Non-Ballot Issue, PL Ballot Issue
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: ISS

New Business Thru:
Advertiser External ID: 220293
Agency External ID: 123989
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/07/20	76	\$27,900.00	\$23,715.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	76	\$27,900.00	\$23,715.00	0.00
Totals	76	\$27,900.00	\$23,715.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Mitzel	N-BU	NAT	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	All	07/01/20	07/07/20	M-F 530-7am News M-F 530-7am News (Program: MONTANA THIS MORNING)Jul-Aug AVG	CM	5:30 AM-7:00 AM	MTWTF--	:30	8	\$200.00	P-2	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/01/20	07/07/20	MTWTF--			8		\$200.00		0.00				
N 2	All	07/01/20	07/07/20	M-F CBS This Morning M-F CBS This Morning (Program: CBS THIS MORNING)Jul-Aug AVG	CM	7:00 AM-9:00 AM	MTWTF--	:30	8	\$250.00	P-2	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/01/20	07/07/20	MTWTF--			8		\$250.00		0.00				
N 3	All	07/01/20	07/04/20	Sa CBS This Morning Sa CBS This Morning (Program: CBS SATURDAY MORNING)Jul-Aug AVG	CM	6:00 AM-8:00 AM	-----S-	:30	1	\$150.00	P-2	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:		06/29/20	07/05/20	-----S-			1		\$150.00		0.00				
N 4	All	07/01/20	07/05/20	CBS Sunday Morning CBS Sunday Morning (Program: CBS SUNDAY MORNING)Jul-Aug AVG	CM	7:00 AM-8:30 AM	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/29/20	07/05/20	-----S			1		\$300.00		0.00				
N 5	All	07/01/20	07/07/20	M-F 9-10am M-F 9-10am	CM	9:00 AM-10:00 AM	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00

Order / Rev: 708821
Alt Order #: WOC12513249
Flight Dates: 07/01/20 - 07/07/20

Advertiser: Majority Forward
Product Desc: ISSUE
Estimate: 8397
KXLF

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:		07/01/20	07/07/20	MTWTF--			4		\$450.00	0.00					
N18	All	07/01/20	07/06/20	Monday Prime C	CM	9:00 PM-10:00 PM	-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Monday Prime C											
				(Program: BULL)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/01/20	07/07/20	M-----			1		\$700.00	0.00					
N19	All	07/01/20	07/01/20	Wednesday Prime A	CM	7:00 PM-8:00 PM	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Wednesday Prime A											
				(Program: GAME ON)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	--W----			1		\$800.00	0.00					
N20	All	07/01/20	07/02/20	Thursday Prime A	CM	7:00 PM-8:00 PM	---T---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				Thursday Prime A											
				(Program: YOUNG SHELDON/MAN WITH PLAN)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	---T---			2		\$800.00	0.00					
N21	All	07/01/20	07/03/20	Friday Prime C	CM	9:00 PM-10:00 PM	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Friday Prime C											
				(Program: BLUE BLOODS)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	----F--			1		\$1,000.00	0.00					
N22	All	07/01/20	07/04/20	Saturday Prime C	CM	9:00 PM-10:00 PM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				Saturday Prime C											
				(Program: 48 HOURS)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	-----S-			1		\$300.00	0.00					
N23	All	07/01/20	07/05/20	Sunday Prime A	CM	6:00 PM-7:00 PM	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Sunday Prime A											
				(Program: 60 MINUTES)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	-----S			1		\$1,000.00	0.00					
N24	All	07/01/20	07/07/20	M-F 10pm News	CM	10:00 PM-10:35 PM	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
				M-F 10pm News											
				(Program: 10:00P NWS M-F)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/01/20	07/07/20	MTWTF--			4		\$750.00	0.00					
N25	All	07/01/20	07/04/20	Sa 10pm News	CM	10:00 PM-10:35 PM	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Sa 10pm News											
				(Program: 10:00P NWS SAT)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	-----S-			1		\$650.00	0.00					
N26	All	07/01/20	07/05/20	Su 10pm News	CM	10:00 PM-10:35 PM	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Su 10pm News											
				(Program: 10:00P NWS SUN)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		06/29/20	07/05/20	-----S			1		\$750.00	0.00					
N27	All	07/01/20	07/07/20	M-F 1035-1137pm	CM	10:35 PM-11:38 PM	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
				The Late Show											
				(Program: LATE SHOW - COLBERT)Jul-Aug AVG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/01/20	07/07/20	MTWTF--			3		\$125.00	0.00					
													Totals	76	\$27,900.00