ORDER

Orders Order / Rev: 719135 Alt Order #: 10/2-10/8/12 Product Desc: **KSDK** 12148 Estimate: Flight Dates: 10/02/12 - 10/08/12 Primary AE: Local House Original Date / Rev: 10/03/12 / 10/03/12 Sales Office: KSDK Order Type: Political Sales Region: LOC **Media Strategies** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 Agency Commission: 15% Advertiser Name: Enyart,B / D / Congress (DCCC) Demographic: A25-54 New Business Thru: **Product Codes:** PL-US House Representative Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: Agency External ID: AGY, GEN, POL

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	35	\$33,085.00	\$28,122.25

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$33,085.00	\$28,122.25	0.00
Totals	35	\$33,085,00	\$28,122,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 KSDK	10/02/1	2 10/08/12	M-F 6-7A	CM	6-7A	1111	:30	4	\$500.00 P-3	0.00 NM	4	\$2,000.00
			6-7a									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	- 111	3	\$500.00	0.00						
Week: 10/	/08/12	10/14/12	1	1	\$500.00	0.00						
2 KSDK	10/03/1	2 10/08/12	M-F NBC Today 7	7-9A CM	7-9A	1- 1- 1	:30	3	\$675.00 P-2	0.00 NM	3	\$2,025.00
			NBC Today 7-9A									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	—	10/07/12	1 - 1	2	\$675.00	0.00						
Week: 10/	/08/12	10/14/12	1	1	\$675.00	0.00						
3 KSDK	10/06/1	2 10/06/12	Sat 6-7A	CM	6-7A	S-	:30	1	\$335.00 P-2	0.00 NM	1	\$335.00
			Sat 6-7A									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/01/12	10/07/12	S-	1	\$335.00	0.00						
4 KSDK	10/07/1	2 10/07/12	SUN TDY	CM	7-8A	S	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
			NBC Today Shov	v (Su)								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/01/12	10/07/12	S	1	\$400.00	0.00						
5 KSDK	10/04/1	2 10/04/12	M-F 9-10A	CM	9-10A	T	:30	1	\$525.00 P-2	0.00 NM	1	\$525.00
			NBC Today Shov	v II 9-10A								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/01/12	10/07/12	T	1	\$525.00	0.00						
6 KSDK	10/02/1	2 10/02/12	M-F 10-11A	СМ	10-11A	- T	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
			News at 10am									
										-		

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Order / Rev: 719135 Advertiser: Enyart,B / D / Congress (DCCC)

Alt Order #: Product Desc: 10/2-10/8/12 KSDK

Flight Dates: 10/02/12 - 10/08/12 Estimate: 12148

	tart End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
6 KSDK 10	/02/12 10/02	/12 M-F 10-11A News at 10am	СМ	10-11A	- T	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Start D: Week: 10/01/1		ate Weekdays	Spots/Week	Rate \$200.00	Rating 0.00						
7 KSDK 10			СМ	12-1230p	M	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
Start D: Week: 10/08/1		ate Weekdays	Spots/Week	Rate \$450.00	Rating 0.00						
8 KSDK 10		/12 M-F 3-4p	СМ	3-4p	T	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
Start D			Spots/Week	Rate	Rating						
Week: 10/01/1			1 CM	\$450.00 430-5p	0.00	:30	2	\$750.00 P-2	0.00 NM	2	\$1,500.00
		Jeopardy		430-3p		.30	2	\$750.00 F-2	O.OO INIVI		\$1,500.00
Start D: Week: 10/01/1			Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
10 KSDK 10	/02/12 10/04	/12 M-F 4P News News 5 at Four	СМ	4-430P	- 1- 1	:30	2	\$600.00 P-2	0.00 NM	2	\$1,200.00
Start Da Week: 10/01/1			Spots/Week	Rate \$600.00	Rating 0.00						
11 KSDK 10		/12 M-F 5P News	CM	5-530P	1-1-1	:30	3 \$	\$1,000.00 P-3	0.00 NM	3	\$3,000.00
Ctort D	oto EndD	News Channel		Doto	Dating						
Start D: Week: 10/01/1			Spots/Week 2	Rate \$1,000.00	Rating 0.00						
Week: 10/08/1	2 10/14/	12 1	1	\$1,000.00	0.00						
N12 KSDK 10	/02/12 10/05	/12 M-F 6P News News Channel 5	CM 5 at 6P	6-630P	- 1- 11	:30	3 \$	\$1,100.00 P-3	0.00 NM	3	\$3,850.00
Start Da Week: 10/01/1			Spots/Week	Rate	Rating						
	te Range	Description		\$1,100.00 t/End Time	0.00 W	/eekdays	Leng	gth Rate	Rtg Type		
		12 M-F 6P News	6-63	10P		T- ThF	:	30 (\$1,100.00)			
2 KSDK 10/ See M [NA/Ov	G 12.4	12 M-F 6P News	6-63	60P			- ;				
See Mo [NA/Ov 4 KSDK 10/	G <i>12.4</i> rersold] 04/12-10/04/	12 M-F 6P News 12 M-F 6P News	6-63 6-63						0.00 <i>NM</i>		
See Mo [NA/Ov 4 KSDK 10/ M MG for	G 12.4 rersold] 04/12-10/04/ 12.2 10/04	12 M-F 6P News				T- ThF		30 (\$1,100.00)	0.00 <i>NM</i>		
See Mi [NA/Ov 4 KSDK 10/ M MG for [revised	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate	12 M-F 6P News e] /12 630-7P Wheel	6-63 CM			T- ThF	- :	30 (\$1,100.00)	0.00 NM 0.00 NM	5	\$7,500.00
See M [NA/Ov 4 KSDK 10/ M MG for [revised] 13 KSDK 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08	12 M-F 6P News e] /12 630-7P Wheel 630-7P Wheel c	6-63 CM of Fortune	630-7P	11111	T- ThF	- :	30 (\$1,100.00) 30 \$1,650.00	0.00 NM 0.00 NM	5	\$7,500.00
See M [NA/Ov 4 KSDK 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate //02/12 10/08	12 M-F 6P News e] /12 630-7P Wheel 630-7P Wheel c ate <u>Weekdays</u>	6-63 CM of Fortune Spots/Week	630-7P Rate		T- ThF	- :	30 (\$1,100.00) 30 \$1,650.00	0.00 NM 0.00 NM	5	\$7,500.00
See M [NA/Ov 4 KSDK 10/ M MG for [revised] 13 KSDK 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 2] /12 630-7P Wheel 630-7P Wheel cate Weekdays 12 -1111-	6-63 CM of Fortune Spots/Week 4	630-7P	11111	T- ThF	- :	30 (\$1,100.00) 30 \$1,650.00	0.00 NM 0.00 NM	5	\$7,500.00
See M(INA/Ov 4 KSDK 10/ M MG for [revised] 13 KSDK 10 Start D Week: 10/01/1	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 12 M-F 6P News 12 630-7P Wheel 630-7P Wheel 620	6-63 CM of Fortune Spots/Week 4 1	630-7P Rate \$1,500.00	111111 <u>Rating</u> 0.00	T- ThF	5 \$	30 (\$1,100.00) 30 \$1,650.00	0.00 NM 0.00 NM	5	\$7,500.00 \$3,500.00
See M [NA/Ov 4 KSDK 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 2	CM of Fortune Spots/Week 4 1 or CM Spots/Week	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate	111111 Rating 0.00 0.00 M	T- ThF	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2	0.00 NM 0.00 NM		
See Mi [NA/Ov 4 KSDK 10/ MG for [revised 13 KSDK 10 Week: 10/01/1 Week: 10/08/1 14 KSDK 10	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 12 M-F 6P News 12 630-7P Wheel 630-7P Wheel 620	CM of Fortune Spots/Week 4 1 or CM Spots/Week	630-7P Rate \$1,500.00 \$1,500.00 7-9p	111111 <u>Rating</u> 0.00 0.00 M	T- ThF	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2	0.00 NM 0.00 NM 0.00 NM		
See Mi [NA/Ov 4 KSDK 10/ 4 KSDK 10/ 4 KSDK 10/ 13 KSDK 10/ 13 KSDK 10/ 14 KSDK 10/ 14 KSDK 10/ 15 KSDK 10/ 15 KSDK 10/ 10/ 10/ 15 KSDK 10/ 10/ 10/ 10/ 10/ 10/ 10/ 10/ 10/ 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate //02/12 10/08/ 12 10/08/ 12 10/08 ate End D 10/14/ //08/12 10/08 ate End D 10/14/ //02/12 10/02	12 M-F 6P News 2	CM of Fortune Spots/Week 4 1 cr CM Spots/Week 1 CM W Normal	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P	11111 <u>Rating</u> 0.00 0.00 M <u>Rating</u> 0.00 -T	T-ThFTh :30	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3	0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00
See Mi [NA/Ov 4 KSDK 10/	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate //02/12 10/08 ate	12 M-F 6P News 2	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM Normal Spots/Week	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P	111111 <u>Rating</u> 0.00 0.00 M <u>Rating</u> 0.00	T-ThFTh :30	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3	0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00
See Mi [NA/Ov 4 KSDK 10/ 4 KSDK 10/ 4 KSDK 10/ 10 MG for [revised 13 KSDK 10 Week: 10/01/1 Week: 10/08/1 14 KSDK 10 Week: 10/08/1 15 KSDK 10 Start D. Week: 10/08/1 15 KSDK 10	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 2	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM Normal Spots/Week	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P Rate	11111 Rating 0.00 0.00 M Rating 0.00 -T Rating	T-ThFTh :30	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3	0.00 NM 0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00
See M [NA/Ov 4 KSDK 10/ 4 KSDK 10/ MG for [revised 13 KSDK 10 Start D Week: 10/01/1 Week: 10/08/1 14 KSDK 10 Start D Week: 10/08/1 15 KSDK 10 Start D Week: 10/01/1 16 KSDK 10 Start D	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate //02/12 10/08 ate	12 M-F 6P News 12 M-F 6P News 13 M-F 6P News 14 630-7P Wheel of the tell of	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM w Normal Spots/Week 1 CM Spots/Week 1 CM Spots/Week	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P Rate \$1,650.00 10-1035p Rate	Tating	T-ThF:Th: :30	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3	0.00 NM 0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00 \$1,650.00
See M [NA/Ov 4 KSDK 10/ 4 KSDK 10/ MG for [revised 13 KSDK 10 Start D Week: 10/08/1 14 KSDK 10 Start D Week: 10/08/1 15 KSDK 10 Week: 10/01/1 16 KSDK 10 Start D Week: 10/01/1 16 KSDK 10 Start D Week: 10/01/1	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 2	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM Normal Spots/Week 1 CM Spots/Week 2	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P Rate \$1,650.00 10-1035p Rate \$1,200.00	Tating	T-ThF:Th: :30	5 \$	30(\$1,100.00) 30 \$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3	0.00 NM 0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00 \$1,650.00
See M [NA/Ov 4 KSDK 10/ 4 KSDK 10/ MG for [revised 13 KSDK 10 Start D Week: 10/01/1 Week: 10/08/1 14 KSDK 10 Start D Week: 10/08/1 15 KSDK 10 Start D Week: 10/01/1 16 KSDK 10 Start D	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate /02/12 10/08 ate	12 M-F 6P News 12 M-F 6P News 13 Mon Prime Other The Voice 14 Weekdays 15 Mon Prime Other The Voice 16 Weekdays 17 Tue Prime B 18 Go On/ The News 18 Weekdays 19 Tour Prime B 19 United Weekdays 10 Tour Prime B 10 Mon Prime Other The Voice 11 Weekdays 12 Tue Prime B 12 Mon Prime B 13 Mon Prime Other The Voice 14 Weekdays 15 Tour Prime B 16 Go On/ The News 16 Weekdays 17 Tour Prime B 18 Go On/ The News 19 Tour Prime B 10 Mon Prime B 10 Mon Prime B 11 Tour Prime B 12 Tour Prime B 12 Tour Prime B 13 Tour Prime B 14 Tour Prime B 15 Tour Prime B 16 Tour Prime B 17 Tour Prime B 18 Tour Prime B 19 Tour Prime B 10 Tour	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM Normal Spots/Week 1 CM Spots/Week 2	630-7P Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P Rate \$1,650.00 10-1035p Rate	Tating	T-ThF:Th: :30	5 \$	30 \\$1,650.00 30 \\$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3 \$1,650.00 P-2	0.00 NM 0.00 NM 0.00 NM 0.00 NM	1	\$3,500.00 \$1,650.00
See M [NA/Ov 4 KSDK 10/ 4 KSDK 10/ MG for [revised] 13 KSDK 10 Start D Week: 10/01/1 Week: 10/08/1 14 KSDK 10 Start D Week: 10/01/1 16 KSDK 10 Week: 10/01/1 16 KSDK 10 Week: 10/01/1 17 KSDK 10	G 12.4 rersold] 04/12-10/04/ 12.2 10/04 d to raise rate //02/12 10/08 ate	12 M-F 6P News 13 M-F 6P News 14	CM of Fortune Spots/Week 4 1 or CM Spots/Week 1 CM Normal Spots/Week 1 CM Spots/Week 2 1 CM	Rate \$1,500.00 \$1,500.00 7-9p Rate \$3,500.00 8-9P Rate \$1,650.00 10-1035p Rate \$1,200.00 \$1,200.00	Tating	T-ThF :30 :30	5 \$ 1 \$	30 \\$1,650.00 30 \\$1,650.00 \$1,500.00 P-2 \$3,500.00 P-3 \$1,650.00 P-2	0.00 NM 0.00 NM 0.00 NM 0.00 NM	1 3	\$3,500.00 \$1,650.00 \$3,600.00
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