

ORDER



Orders
Order / Rev: 2930
Alt Order #:
Product Desc: General 2014
Estimate: General 2014
Flight Dates: 09/08/14 - 11/04/14
Original Date / Rev: 06/26/14 / 07/31/14
Order Type: GENERAL

KOBI
Primary AE: Judy Luker
Sales Office: L-MED
Sales Region: Local

Agency
Name: Lanphier Associates
Buying Contact:
Billing Contact:
 3559 National Drive
 Medford, OR 97504

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

Advertiser
Name: Dave Dotterer for State Senate
Demographic: HH
Product Codes: Candidates, Political State Senate
Priority: P-02
Revenue Codes: AGY, LOC-AG, GEN

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	62	\$5,742.00	\$4,880.70
09/29/14	10/26/14	132	\$11,990.00	\$10,191.50
10/27/14	11/04/14	53	\$4,464.00	\$3,794.40

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	62	\$5,742.00	\$4,880.70	118.60
October 2014	132	\$11,990.00	\$10,191.50	240.40
November 2014	53	\$4,464.00	\$3,794.40	92.00
Totals	247	\$22,196.00	\$18,866.60	451.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Judy Luker			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
10	All	09/08/14	11/04/14	Regular Season NFL Football	CM	520-830p	-----1	:30	1	\$750.00	P-02	10.70	NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1		1				\$750.00		10.70			
		Week: 09/15/14	09/21/14	-----1		1				\$750.00		10.70			
		Week: 09/22/14	09/28/14	-----1		1				\$750.00		10.70			
		Week: 09/29/14	10/05/14	-----1		1				\$750.00		10.70			
		Week: 10/06/14	10/12/14	-----1		1				\$750.00		10.70			
		Week: 10/13/14	10/19/14	-----1		1				\$750.00		10.70			
		Week: 10/20/14	10/26/14	-----1		1				\$750.00		10.70			
		Week: 10/27/14	11/02/14	-----1		1				\$750.00		10.70			
		Week: 11/03/14	11/09/14	-----		0				\$750.00		10.70			
11	All	09/22/14	11/04/14	Mon Prime Other Voice, The	CM	7:58 PM-10:00 PM (7:58 PM-10:00 PM)	-----1	:30	1	\$600.00	P-02	8.40	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	1-----		1				\$600.00		8.40			
		Week: 09/29/14	10/05/14	1-----		1				\$600.00		8.40			
		Week: 10/06/14	10/12/14	1-----		1				\$600.00		8.40			
		Week: 10/13/14	10/19/14	1-----		1				\$600.00		8.40			
		Week: 10/20/14	10/26/14	1-----		1				\$600.00		8.40			
		Week: 10/27/14	11/02/14	1-----		1				\$600.00		8.40			
		Week: 11/03/14	11/09/14	1-----		1				\$600.00		8.40			
12	All	09/22/14	11/04/14	Thu Prime Hr 3 Parenthood	CM	10p-11p	---1---	:30	1	\$300.00	P-02	4.20	NM	6	\$1,800.00

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Advertiser: Dave Dotterer for State Senate
 Product Desc: General 2014
 Estimate: General 2014
KOBI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	All	09/22/14	11/04/14	Thu Prime Hr 3 Parenthood	CM	10p-11p	---1---	:30	1	\$300.00	P-02	4.20	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	---1---					1	\$300.00		4.20			
		Week: 09/29/14	10/05/14	---1---					1	\$300.00		4.20			
		Week: 10/06/14	10/12/14	---1---					1	\$300.00		4.20			
		Week: 10/13/14	10/19/14	---1---					1	\$300.00		4.20			
		Week: 10/20/14	10/26/14	---1---					1	\$300.00		4.20			
		Week: 10/27/14	11/02/14	---1---					1	\$300.00		4.20			
		Week: 11/03/14	11/09/14	-----					0	\$300.00		4.20			
E 1	KOBI	09/08/14	11/04/14	M-F 6a-7a NBC5 News @ Sunrise	CM	6a-7a	11111--	:30	5	\$24.00	P-02	1.40	NM	42	\$1,008.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$24.00		1.40			
		Week: 09/15/14	09/21/14	MTWTF--					3	\$24.00		1.40			
		Week: 09/22/14	09/28/14	MTWTF--					4	\$24.00		1.40			
		Week: 09/29/14	10/05/14	MTWTF--					4	\$24.00		1.40			
		Week: 10/06/14	10/12/14	11111--					5	\$24.00		1.40			
		Week: 10/13/14	10/19/14	11111--					5	\$24.00		1.40			
		Week: 10/20/14	10/26/14	MTWTF--					8	\$24.00		1.40			
		Week: 10/27/14	11/02/14	MTWTF--					8	\$24.00		1.40			
		Week: 11/03/14	11/09/14	11-----					2	\$24.00		1.40			
E 2	KOBI	09/08/14	11/04/14	Today Show I Today Show I	CM	7a-9a	11111--	:30	5	\$18.00	P-02	1.70	NM	42	\$756.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$18.00		1.70			
		Week: 09/15/14	09/21/14	MTWTF--					3	\$18.00		1.70			
		Week: 09/22/14	09/28/14	MTWTF--					4	\$18.00		1.70			
		Week: 09/29/14	10/05/14	MTWTF--					4	\$18.00		1.70			
		Week: 10/06/14	10/12/14	11111--					5	\$18.00		1.70			
		Week: 10/13/14	10/19/14	11111--					5	\$18.00		1.70			
		Week: 10/20/14	10/26/14	MTWTF--					8	\$18.00		1.70			
		Week: 10/27/14	11/02/14	MTWTF--					8	\$18.00		1.70			
		Week: 11/03/14	11/09/14	11-----					2	\$18.00		1.70			
E 3	KOBI	09/08/14	11/04/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6p-7p	11111--	:30	5	\$90.00	P-02	1.40	NM	42	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$90.00		1.40			
		Week: 09/15/14	09/21/14	MTWTF--					3	\$90.00		1.40			
		Week: 09/22/14	09/28/14	MTWTF--					4	\$90.00		1.40			
		Week: 09/29/14	10/05/14	MTWTF--					4	\$90.00		1.40			
		Week: 10/06/14	10/12/14	11111--					5	\$90.00		1.40			
		Week: 10/13/14	10/19/14	MTWTF--					6	\$90.00		1.40			
		Week: 10/20/14	10/26/14	MTWTF--					7	\$90.00		1.40			
		Week: 10/27/14	11/02/14	MTWTF--					8	\$90.00		1.40			
		Week: 11/03/14	11/09/14	11-----					2	\$90.00		1.40			
E 4	KOBI	09/08/14	11/04/14	Prime Access Rotator MCM Ent Tonight/Insider	CM	7p-8p	MTWTF--	:30	3	\$30.00	P-02	1.30	NM	26	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					1	\$30.00		0.00			
		Week: 09/15/14	09/21/14	MTWTF--					1	\$30.00		0.00			
		Week: 09/22/14	09/28/14	MTWTF--					3	\$30.00		0.00			
		Week: 09/29/14	10/05/14	MTWTF--					3	\$30.00		0.00			
		Week: 10/06/14	10/12/14	MTWTF--					4	\$30.00		0.00			
		Week: 10/13/14	10/19/14	MTWTF--					4	\$30.00		0.00			
		Week: 10/20/14	10/26/14	MTWTF--					4	\$20.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					5	\$30.00		0.00			
		Week: 11/03/14	11/09/14	M-----					1	\$30.00		0.00			
E 5	KOBI	09/08/14	11/04/14	Late 11p News M-F Late 11p News M-F	CM	11p-1135p	11111--	:30	5	\$60.00	P-02	1.00	NM	42	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	MTWTF--					3	\$60.00		1.00			
		Week: 09/15/14	09/21/14	MTWTF--					3	\$60.00		1.00			
		Week: 09/22/14	09/28/14	MTWTF--					4	\$60.00		1.00			

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 Estimate: General 2014
KOBI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KOBI	09/08/14	11/04/14	Late 11p News M-F	CM	11p-1135p	11111--	:30	5	\$60.00	P-02	1.00	NM	42	\$2,520.00
				Late 11p News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	11111--					5	\$60.00		1.00			
		Week: 10/06/14	10/12/14	11111--					5	\$60.00		1.00			
		Week: 10/13/14	10/19/14	MTWTF--					6	\$60.00		1.00			
		Week: 10/20/14	10/26/14	MTWTF--					7	\$60.00		1.00			
		Week: 10/27/14	11/02/14	MTWTF--					8	\$60.00		1.00			
		Week: 11/03/14	11/09/14	1-----					1	\$60.00		1.00			
6	KOBI	09/08/14	11/04/14	NBC5 News @ 6p Sa	CM	6-630p	-----1-	:30	1	\$30.00	P-02	1.30	NM	8	\$240.00
				NBC5 News @ 6p Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-					1	\$30.00		1.30			
		Week: 09/15/14	09/21/14	-----1-					1	\$30.00		1.30			
		Week: 09/22/14	09/28/14	-----1-					1	\$30.00		1.30			
		Week: 09/29/14	10/05/14	-----1-					1	\$30.00		1.30			
		Week: 10/06/14	10/12/14	-----1-					1	\$30.00		1.30			
		Week: 10/13/14	10/19/14	-----1-					1	\$30.00		1.30			
		Week: 10/20/14	10/26/14	-----1-					1	\$30.00		1.30			
		Week: 10/27/14	11/02/14	-----1-					1	\$30.00		1.30			
		Week: 11/03/14	11/09/14	-----					0	\$30.00		1.30			
7	KOBI	09/08/14	11/04/14	Late 11p News Sa	CM	11p-1130p	-----1-	:30	1	\$30.00	P-02	0.80	NM	8	\$240.00
				Late 11p News Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-					1	\$30.00		0.80			
		Week: 09/15/14	09/21/14	-----1-					1	\$30.00		0.80			
		Week: 09/22/14	09/28/14	-----1-					1	\$30.00		0.80			
		Week: 09/29/14	10/05/14	-----1-					1	\$30.00		0.80			
		Week: 10/06/14	10/12/14	-----1-					1	\$30.00		0.80			
		Week: 10/13/14	10/19/14	-----1-					1	\$30.00		0.80			
		Week: 10/20/14	10/26/14	-----1-					1	\$30.00		0.80			
		Week: 10/27/14	11/02/14	-----1-					1	\$30.00		0.80			
		Week: 11/03/14	11/09/14	-----					0	\$30.00		0.80			
8	KOBI	09/08/14	11/04/14	Late 11p News Su	CM	11p-1130p	-----1	:30	1	\$24.00	P-02	1.20	NM	8	\$192.00
				Late 11p News Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1					1	\$24.00		1.20			
		Week: 09/15/14	09/21/14	-----1					1	\$24.00		1.20			
		Week: 09/22/14	09/28/14	-----1					1	\$24.00		1.20			
		Week: 09/29/14	10/05/14	-----1					1	\$24.00		1.20			
		Week: 10/06/14	10/12/14	-----1					1	\$24.00		1.20			
		Week: 10/13/14	10/19/14	-----1					1	\$24.00		1.20			
		Week: 10/20/14	10/26/14	-----1					1	\$24.00		1.20			
		Week: 10/27/14	11/02/14	-----1					1	\$24.00		1.20			
		Week: 11/03/14	11/09/14	-----					0	\$24.00		1.20			
9	KOBI	09/08/14	11/04/14	NBC5 News @ 8p Sun	CM	8-8:30p	-----1	:30	1	\$90.00	P-02	3.00	NM	8	\$720.00
				NBC5 News @ 8p Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1					1	\$90.00		3.00			
		Week: 09/15/14	09/21/14	-----1					1	\$90.00		3.00			
		Week: 09/22/14	09/28/14	-----1					1	\$90.00		3.00			
		Week: 09/29/14	10/05/14	-----1					1	\$90.00		3.00			
		Week: 10/06/14	10/12/14	-----1					1	\$90.00		3.00			
		Week: 10/13/14	10/19/14	-----1					1	\$90.00		3.00			
		Week: 10/20/14	10/26/14	-----1					1	\$90.00		3.00			
		Week: 10/27/14	11/02/14	-----1					1	\$90.00		3.00			
		Week: 11/03/14	11/09/14	-----					0	\$90.00		3.00			

Totals 247 \$22,196.00



Proposal ID: 6984
 Schedule Date: 9/8/2014 - 11/4/2014
 Agency: LANPHIER ASSOCIATES
 Spot Length(s): :30
 Book: November 2013 LivePlus
 Author: Connie Eaton

Acct. Exec: Connie Eaton
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: ceaton@kobi5.com
 Web Site: www.kobi5.com

Flight Dates: 9/8/2014-11/4/2014

Program Time	Spot Length	SE 8	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	DMA P25-64 RTG	DMA F35-64 RTG	Wks	Rate Spots
KOBI														
News at Sunrise 6-7am	:30	3	3	4	4	5	5	8	8	2	0.9	1.4	9	\$28.00
GRPs/Impressions											37.8	58.8		42
Mo-Fr 6:00a-6:58a														
Today Show I	:30	3	3	4	4	5	5	8	8	2	1.1	1.7	9	\$36.00
GRPs/Impressions											46.2	71.4		42
Mo-Fr 6:58a-9:00a														
NBC5 News at 6pm	:30	3	3	4	4	5	6	7	8	2	0.9	1.4	9	\$90.00
GRPs/Impressions											37.8	58.8		42
Mo-Fr 6:00p-7:00p														
E.T./Insider	:30	1	1	3	3	4	4	4	5	1	0.6	1.3	9	\$30.00
GRPs/Impressions											15.6	33.8		26
Mo-Fr 7:00p-7:58p														
NBC5 News at 11pm	:30	3	3	4	5	5	6	7	8	1	0.7	1.0	9	\$60.00
GRPs/Impressions											29.4	42		42
Mo-Fr 11:00p-11:35p														
KOBI Totals		13	13	19	20	24	26	34	37	8				\$9,768.00
											GRP/(000)	238.8	328.0	Spts: 194
KOBI+														
The Voice	:30	--	--	1	1	1	1	1	1	1	5.7	8.4	7	\$550.00
GRPs/Impressions											39.9	58.8		7
Mon 8:00p-10:01p														
Parenthood	:30	--	--	1	1	1	1	--	--	--	3.1	4.2	4	\$264.00
GRPs/Impressions											12.4	16.8		4
Thu 10:00p-11:00p														
Parenthood	:30	--	--	--	--	--	--	1	1	--	3.1	4.2	2	\$265.00
GRPs/Impressions											6.2	8.4		2
Thu 10:00p-11:00p														
KOBI+ Totals		0	0	2	2	2	2	2	2	1				\$5,436.00
											GRP/(000)	157.7	169.6	Spts: 13
KOBI														
NBC5 News at 6pm Sat	:30	1	1	1	1	1	1	1	1	--	1.0	1.3	8	\$30.00
GRPs/Impressions											8	10.4		8
Sat 6:00p-6:30p														
NBC5 News at 11pm Sat	:30	1	1	1	1	1	1	1	1	--	0.5	0.0	8	\$30.00
GRPs/Impressions											4	0		8
Sat 11:00p-11:30p														
KOBI Totals		13	13	19	20	24	26	34	37	8				\$480.00
											GRP/(000)	238.8	328.0	Spts: 16
KOBI+														
Sunday Night Football	:30	1	1	1	1	1	1	1	1	--	12.4	10.7	8	\$700.00
GRPs/Impressions											99.2	85.6		8
Sun 5:20p-8:30p														
KOBI+ Totals		0	0	2	2	2	2	2	2	1				\$5,600.00
											GRP/(000)	157.7	169.6	Spts: 8
KOBI														



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Flight Dates: 9/8/2014-11/4/2014

Program Time	Spot Length	SE 8	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	DMA P25-64 RTG	DMA F35-64 RTG	Weeks	Rate Spots
KOBI														
NBC5 News at 830pm Sun	:30	1	1	1	1	1	1	1	1	--	7.5	6.6	8	\$90.00
GRPs/Impressions											60	52.8		8
Sun 8:30p-9:00p														
NBC5 News at 11pm Sun	:30	1	1	1	1	1	1	1	1	--	0.0	0.0	8	\$24.00
GRPs/Impressions											0	0		8
Sun 11:00p-11:30p														
KOBI Totals		13	13	19	20	24	26	34	37	8				\$912.00
											GRP/(000)	238.8	328.0	Spts: 16

Total Cost:	\$22,196.00	
Agency Commission @ 15%	\$3,329.40	
Net Cost:	\$18,866.60	Signature _____



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Week Summary (DMA P25-64 D.RTG)

Week	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	Reach	Freq
9/8/2014	18	7	\$1,546.00	7	32.8	8	67.3	\$47.13	23.5	1.4
9/15/2014	18	7	\$1,546.00	7	32.8	8	67.3	\$47.13	23.5	1.4
9/22/2014	26	11	\$2,634.00	12	46.4	12	95.1	\$56.77	30.6	1.5
9/29/2014	27	11	\$2,694.00	12	47.1	12	96.5	\$57.20	30.8	1.5
10/6/2014	31	13	\$2,878.00	13	50.6	13	103.7	\$56.88	31.4	1.6
10/13/2014	33	13	\$3,028.00	14	52.2	13	107.0	\$58.01	31.7	1.6
10/20/2014	41	17	\$3,371.00	15	59.8	15	122.6	\$56.37	32.8	1.8
10/27/2014	44	18	\$3,551.00	16	62.0	16	127.1	\$57.27	33.1	1.9
11/3/2014	9	4	\$948.00	4	12.8	3	26.3	\$74.06	9.7	1.3
Total Name (DMA P25-64)	247	100	\$22,196.00	100	396.5	100	812.9	\$55.98	83.0	4.8

Station Summary (DMA P25-64 D.RTG)

Station	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	Reach	Freq
KOBI	226	91	\$11,160.00	50	238.8	60	489.2	\$46.73	47.6	5.0
KOBI+	21	9	\$11,036.00	50	157.7	40	323.7	\$69.98	67.4	2.3
Total Name (DMA P25-64)	247	100	\$22,196.00	100	396.5	100	812.9	\$55.98	83.0	4.8

Multi-Demo Summary

Demo	Spots	Cost	Grps	Imp(000)	CPP	Reach	Freq
DMA P25-64	247	\$22,196.00	396.5	812.9	\$55.98	83.0	4.8
DMA F35-64	247	\$22,196.00	497.6	422.3	\$44.61	88.1	5.7

Frequency Distribution (DMA P25-64 D.RTG)

Frequency	Graph	Reach
1+ Times Viewed		83.0
2+ Times Viewed		68.4
3+ Times Viewed		58.2
4+ Times Viewed		50.5
5+ Times Viewed		44.6
6+ Times Viewed		39.9
7+ Times Viewed		36.1
8+ Times Viewed		32.9
9+ Times Viewed		30.2
10+ Times Viewed		27.9
11+ Times Viewed		25.9
12+ Times Viewed		24.2
13+ Times Viewed		22.7
14+ Times Viewed		21.3
15+ Times Viewed		20.1
16+ Times Viewed		19.0
17+ Times Viewed		18.0
18+ Times Viewed		17.1
19+ Times Viewed		16.3



Proposal ID: 6984
 Schedule Date: 9/8/2014 - 11/4/2014
 Agency: LANPHIER ASSOCIATES
 Spot Length(s): :30
 Book: November 2013 LivePlus
 Author: Connie Eaton

Acct. Exec: Connie Eaton
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: ceaton@kobi5.com
 Web Site: www.kobi5.com

Frequency Distribution (DMA P25-64 D.RTG)

Frequency	Graph	Reach
20+ Times Viewed		15.5
21+ Times Viewed		14.8
22+ Times Viewed		14.2
23+ Times Viewed		13.6
24+ Times Viewed		13.1
25+ Times Viewed		12.6