

# ORDER



KXVA

**Orders**  
**Order / Rev:** 1195189  
**Alt Order #:** 25074539  
**Product Desc:** STATE SENATE TX SD-5  
**Estimate:**  
**Flight Dates:** 02/15/16 - 02/21/16  
**Original Date / Rev:** 02/08/16 / 02/11/16  
**Order Type:** Political

**Primary AE:** Melissa Arasin  
**Sales Office:** M-DAL  
**Sales Region:** NAT

**Agency Name:** Davis Lenz Media, Inc - Agency  
**Buying Contact:**  
**Billing Contact:**  
 6060 N Central Expressway  
 Dallas, TX 75206

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

**Advertiser Name:** Brent Mayes State Senate TX SD 54  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 104501  
**Agency External ID:** 4207AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/16	02/19/16	25	\$1,150.00	\$977.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	25	\$1,150.00	\$977.50	0.00
<b>Totals</b>	<b>25</b>	<b>\$1,150.00</b>	<b>\$977.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Arasin			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
E 1	KXVA	02/15/16	02/19/16	Local News @ 6a M-F Wake Up West Texas	CM	530a-8a	MTWTF--	:30	5	\$25.00	P04-C	0.00	NM	5	\$125.00
WAKE UP TEXAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	MTWTF--			5		\$25.00		0.00				
E 2	KXVA	02/15/16	02/18/16	Live with Kelly 9-10a M-F 9a-10a	CM	9a-10a	MTWT---	:30	4	\$30.00	P04-C	0.00	NM	4	\$120.00
LIVE W/KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	MTWT---			4		\$30.00		0.00				
E 3	KXVA	02/15/16	02/19/16	Steve Harvey 10-11a* M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$30.00	P04-C	0.00	NM	5	\$150.00
MEREDITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	MTWTF--			5		\$30.00		0.00				
E 4	KXVA	02/15/16	02/18/16	Local News @ 630p M-FCM M-F 630p-7p NEWS	CM	630p-7p	MTWT---	:30	4	\$50.00	P04-C	0.00	NM	4	\$200.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	MTWT---			4		\$50.00		0.00				
E 5	KXVA	02/15/16	02/18/16	Local News @ 9p M-F M-F News 9p-930p	CM	9p-930p	MTWT---	:30	4	\$50.00	P04-C	0.00	NM	4	\$200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	MTWT---			4		\$50.00		0.00				

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Advertiser: Brent Mayes State Senate TX SD 54  
 Product Desc: STATE SENATE TX SD-5  
 Estimate: KXVA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KXVA	02/16/16	02/16/16	Tuesday Prime 1b Tuesday Prime 1b	CM	730p-8p	-T-----	:30	1	\$95.00	P04-C	0.00	NM	1	\$95.00
MINORITY REPORT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	-T-----			1		\$95.00		0.00				
E 7	KXVA	02/16/16	02/16/16	Tuesday Prime 2b Tuesday Prime 2b	CM	830p-9p	-T-----	:30	1	\$85.00	P04-C	0.00	NM	1	\$85.00
THE GRINDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	-T-----			1		\$85.00		0.00				
E 8	KXVA	02/18/16	02/18/16	Thursday Prime Other Thursday Prime Other	CM	7p-9p	---T---	:30	1	\$175.00	P04-C	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/15/16	02/21/16	---T---			1		\$175.00		0.00				
													Totals	25	\$1,150.00