

ORDER

Orders
Order / Rev: 45224
 Alt Order #:
Product Desc: PADILLA FOR SECRETARY OF STATE
Estimate: 65 5/27-6/3/2014
Flight Dates: 05/27/14 - 06/03/14
Original Date / Rev: 05/22/14 / 05/22/14
Order Type: GEN

KGO-TV
Primary AE: Christopher Larcade
Sales Office: N-PH
Sales Region: National

Agency
Name: BlueWest Media, LLC
Buying Contact:
Billing Contact:
 5130 E. 18th Avenue
 Denver, CO 80220

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

Advertiser
Name: Padilla for Secretary of State
Demographic: A35+
Product Codes: Candidates
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/26/14	06/03/14	27	\$9,579.00	\$8,142.15

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2014	27	\$9,579.00	\$8,142.15	0.00
Totals	27	\$9,579.00	\$8,142.15	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGO-TV	30%	\$9,579.00
Market	100%	\$31,930.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	0%	\$0.00
KNTV	15%	\$4,789.50
KOFY	0%	\$0.00
KPIX	30%	\$9,579.00
KRON	0%	\$0.00
KTVU	25%	\$7,982.50
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KGO	05/27/14	05/30/14	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	---T---	:30	1	\$130.00	P-03	0.00	NM	1	\$130.00
> Original Rate: \$150; Rebate Due LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/26/14	06/01/14	---T---		1		\$130.00		0.00					
2	KGO	06/02/14	06/03/14	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	-T-----	:30	1	\$130.00	P-03	0.00	NM	1	\$130.00

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KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
> Original Rate: \$150; Rebate Due LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	-T-----		1			\$130.00			0.00			
3	KGO	06/02/14	06/03/14	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	-T-----	:30	1	\$570.00	P-03	0.00	NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	-T-----		1			\$570.00			0.00			
4	KGO	05/27/14	05/30/14	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	--WTF--	:30	3	\$570.00	P-03	0.00	NM	3	\$1,710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	--WTF--		3			\$570.00			0.00			
5	KGO	06/02/14	06/03/14	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	MT-----	:30	2	\$570.00	P-03	0.00	NM	2	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	MT-----		2			\$570.00			0.00			
6	KGO	05/27/14	06/01/14	5a-6a News Sa ABC7 5a News	CM	Cc 5a-6a	-----S-	:30	1	\$75.00	P-03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	-----S-		1			\$75.00			0.00			
7	KGO	05/27/14	06/01/14	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	-----S-	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	-----S-		1			\$275.00			0.00			
8	KGO	05/27/14	06/01/14	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	-----S	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	-----S		1			\$275.00			0.00			
9	KGO	05/27/14	05/30/14	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	-T--F--	:30	2	\$140.00	P-03	0.00	NM	2	\$280.00
		> Original Rate: \$150; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	-T--F--		2			\$140.00			0.00			
E 10	KGO	06/02/14	06/03/14	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	-T-----	:30	1	\$140.00	P-03	0.00	NM	1	\$140.00
		> Original Rate: \$150; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	-T-----		1			\$140.00			0.00			
11	KGO	05/27/14	05/30/14	Katie 3p-4p M-F M-F 3p-4p	CM	Cc 3p-4p	--WTF--	:30	3	\$126.00	P-03	0.00	NM	3	\$378.00
		> Original Rate: \$150; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	--WTF--		3			\$126.00			0.00			
12	KGO	06/02/14	06/03/14	Katie 3p-4p M-F M-F 3p-4p	CM	Cc 3p-4p	M-----	:30	1	\$126.00	P-03	0.00	NM	1	\$126.00
		> Original Rate: \$150; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	M-----		1			\$126.00			0.00			
13	KGO	05/27/14	05/30/14	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	-TWTF--	:30	4	\$150.00	P-03	0.00	NM	4	\$600.00
		> Original Rate: \$175; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/26/14	06/01/14	-TWTF--		4			\$150.00			0.00			
14	KGO	06/02/14	06/03/14	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	M-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
		> Original Rate: \$175; Rebate Due LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/02/14	06/08/14	M-----		1			\$150.00			0.00			
15	KGO	05/27/14	05/30/14	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	--W-F--	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/27/14	05/30/14	--W-F--		2			\$400.00			0.00			

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15	KGO	05/27/14	05/30/14	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	--W-F--	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/26/14	06/01/14	--W-F--		2		\$400.00		0.00					
16	KGO	05/27/14	05/30/14	Jeopardy 7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	-T-----	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/26/14	06/01/14	-T-----		1		\$1,500.00		0.00					
17	KGO	06/02/14	06/03/14	Wheel 730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	M-----	:30	1	\$1,300.00	P-03	0.00	NM	1	\$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: 06/02/14	06/08/14	M-----		1		\$1,300.00		0.00					
													Totals	27	\$9,579.00