

ORDER



Orders
Order / Rev: 194539
Alt Order #: 06957482
Product Desc: RJ BERRY
Estimate: 371
Flight Dates: 09/25/13 - 10/01/13
Original Date / Rev: 08/29/13 / 09/27/13
Order Type: GENERAL

KOB
Primary AE: Frank Feinberg
Sales Office: P-PHL
Sales Region: National

Agency Name: Stevens Reed Curcio & Potholm
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 N Union St Ste 200
 Alexandria, VA 22314-2651

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

Advertiser Name: RJ Berry for Mayor
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/14/10
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/13	09/29/13	38	\$11,665.00	\$9,915.25
09/30/13	10/01/13	26	\$6,785.00	\$5,767.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2013	38	\$11,665.00	\$9,915.25	0.00
October 2013	26	\$6,785.00	\$5,767.25	0.00
Totals	64	\$18,450.00	\$15,682.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Frank Feinberg			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	28%	\$18,450.00
Market	100%	\$65,892.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	8%	\$5,271.43
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	30%	\$19,767.86
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	33%	\$21,744.64
KUPT	0%	\$0.00
KWBQ	1%	\$658.93
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KOB	09/25/13	10/01/13	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$350.00	4	0.00	NM	5	\$1,750.00
EYEWIT NW TDY2 MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					5	\$350.00		0.00			
E 2	KOB	09/25/13	10/01/13	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	10	\$270.00	5	0.00	NM	10	\$2,700.00
TODAY SHW MAX 2X/DAY 2x per day Wrap Around															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					10	\$270.00		0.00			
E 3	KOB	09/25/13	10/01/13	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MTWTF--	:30	5	\$125.00	5	0.00	NM	5	\$625.00
TODAY SHW2-NBC MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					5	\$125.00		0.00			
E 4	KOB	09/25/13	10/01/13	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	MTWTF--	:30	2	\$75.00	5	0.00	NM	2	\$150.00
TODAY SHW3-NBC MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					2	\$75.00		0.00			
E 5	KOB	09/25/13	10/01/13	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	5	\$75.00	5	0.00	NM	5	\$375.00
EYEWIT-4 MIDDY MAX 1X/DAY Wrap Around															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					5	\$75.00		0.00			
E 6	KOB	09/25/13	10/01/13	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	3	\$95.00	5	0.00	NM	3	\$285.00
JUDGE JUDY MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					3	\$95.00		0.00			
E 7	KOB	09/25/13	09/27/13	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	--WTF--	:30	5	\$405.00	5	0.00	NM	3	\$1,215.00
EYEWITNS NW-600< MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	--WTF--					3	\$405.00		0.00			
E 8	KOB	09/25/13	10/01/13	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	\$495.00	4	0.00	NM	5	\$2,475.00
EYEWITNS NWS-10 MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					5	\$495.00		0.00			
E 9	KOB	09/25/13	10/01/13	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p (10:30 PM-11:30 PM)	MTWTF--	:30	3	\$160.00	4	0.00	NM	3	\$480.00
TONITE SHW-NBC< MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/13	10/01/13	MTWTF--					3	\$160.00		0.00			
E 10	KOB	09/30/13	09/30/13	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M-----	:30	1	\$1,260.00	3	0.00	NM	1	\$1,260.00
Voice Wrap Around															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/13	10/06/13	M-----					1	\$1,260.00		0.00			
E 12	KOB	09/25/13	10/01/13	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	\$240.00	6	0.00	NM	5	\$1,200.00
EYEWITNS NW-630 MAX 1X/DAY															

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E 12	KOB	09/25/13	10/01/13	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	\$240.006		0.00	NM	5	\$1,200.00
EYEW-TNS NW-630 MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/13	10/01/13	MTWTF--			5		\$240.00		0.00				
N 13	KOB	09/29/13	09/29/13	NFL (Sunday) NFL (Sunday)	CM	Su 615p-930p	-----S	:30	1	\$2,430.004		0.00	NM	1	\$2,430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/13	09/29/13	-----S			1		\$2,430.00		0.00				
N 14	KOB	09/25/13	10/01/13	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	4	\$120.006		0.00	NM	4	\$480.00
Wrap Around															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/13	10/01/13	MTWTF--			4		\$120.00		0.00				
N 15	KOB	09/25/13	10/01/13	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	\$270.005		0.00	NM	5	\$1,350.00
Wrap Around															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/13	10/01/13	MTWTF--			5		\$270.00		0.00				
N 16	KOB	09/28/13	09/28/13	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----S-	:30	1	\$170.005		0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/13	09/29/13	-----S-			1		\$170.00		0.00				
N 17	KOB	09/28/13	09/28/13	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	\$315.006		0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/13	09/29/13	-----S-			1		\$315.00		0.00				
N 18	KOB	09/29/13	09/29/13	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$380.005		0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/13	09/29/13	-----S			1		\$380.00		0.00				
N 19	KOB	09/30/13	10/01/13	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	5	\$330.005		0.00	NM	2	\$660.00
EYEW-TNS NW-600< MAX 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/30/13	10/06/13	MT-----			2		\$330.00		0.00				
N 20	KOB	10/01/13	10/01/13	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-T-----	:30	1	\$75.005		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:		09/30/13	10/06/13	-T-----			1		\$75.00		0.00				
N 21	KOB	10/01/13	10/01/13	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	-T-----	:30	1	\$75.005		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:		09/30/13	10/06/13	-T-----			1		\$75.00		0.00				

*Tax 1 Note: ABQ 7%.

Totals 64 \$18,450.00