

# 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
<b>Totals</b>	<b>64</b>	<b>\$18,450.00</b>	<b>\$15,682.50</b>	<b>0.00</b>

**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

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Advertiser:	RJ Berry for Mayor
Product Desc:	RJ BERRY
Estimate:	371

**KOB**

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 EYEWIT NW TDY2 MAX 1X/DAY	CM	M-F 6a-7a	MTWTF--	:30	5	\$350.00	4	0.00	NM	5	\$1,750.00
		<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 TODAY SHW MAX 2X/DAY	CM	M-F 7a-9a	MTWTF--	:30	10	\$270.00	5	0.00	NM	10	\$2,700.00
		<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 TODAY SHW2-NBC MAX 1X/DAY	CM	M-F 9a-10a	MTWTF--	:30	5	\$125.00	5	0.00	NM	5	\$625.00
		<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 TODAY SHW3-NBC MAX 1X/DAY	CM	M-F 10a-11a	MTWTF--	:30	2	\$75.00	5	0.00	NM	2	\$150.00
		<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 EYEWIT-4 MIDDY MAX 1X/DAY	CM	M-F 12noon-1p	MTWTF--	:30	5	\$75.00	5	0.00	NM	5	\$375.00
		<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/ 430p Judy Judy-P/ DR 4p/ 430p JUDGE JUDY MAX 1X/DAY	CM	M-F 4p-5p	MTWTF--	:30	3	\$95.00	5	0.00	NM	3	\$285.00
		<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 EYEWITNS NW-600< MAX 1X/DAY	CM	M-F 6p-632p	--WTF--	:30	5	\$405.00	5	0.00	NM	3	\$1,215.00
		<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 EYEWITNS NWS-10 MAX 1X/DAY	CM	M-F 10p-1035p	MTWTF--	:30	5	\$495.00	4	0.00	NM	5	\$2,475.00
		<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 TONITE SHW-NBC< MAX 1X/DAY	CM	M-Th 1035p-1135p (10:30 PM-11:30 PM)	MTWTF--	:30	3	\$160.00	4	0.00	NM	3	\$480.00
		<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 Voice Wrap Around	CM	M 7p-9p	M-----	:30	1	\$1,260.00	3	0.00	NM	1	\$1,260.00
		<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	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 EYEWITNS NW-630 MAX 1X/DAY	CM	M-F 630p-7p	MTWTF--	:30	5	\$240.00	6	0.00	NM	5	\$1,200.00

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E 12	KOB	09/25/13	10/01/13	News 4 @ 630p M-F News 4 @ 630p M-F EYEWTSNS NW-630 MAX 1X/DAY	CM	M-F 630p-7p	MTWTF--	:30	5	\$240.00	6	0.00	NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/13	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	\$2,430.00	4	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	\$120.00	6	0.00	NM	4	\$480.00
		<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	\$270.00	5	0.00	NM	5	\$1,350.00
		<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	\$170.00	5	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	\$315.00	6	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	\$380.00	5	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 EYEWTSNS NW-600< MAX 1X/DAY	CM	M-F 6p-632p	MT-----	:30	5	\$330.00	5	0.00	NM	2	\$660.00
		<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	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	\$75.00	5	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	\$75.00	5	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			
													Totals	64	\$18,450.00

\*Tax 1 Note: ABQ 7%.