

ORDER



Orders
Order / Rev: 333718
Alt Order #: 09083647
Product Desc: #2084 MORALES LT GOV
Estimate: 2084
Flight Dates: 05/21/18 - 06/10/18
Original Date / Rev: 05/31/18 / 05/31/18
Order Type: GENERAL

KOB

Primary AE: Cathy Simon
Sales Office: H-LOS
Sales Region: National

Agency
Name: Sadler Strategic Media
Buying Contact:
Billing Contact:
 12103 Viewcrest Road
 Studio City, CA 91604

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

Advertiser
Name: Morales For NM
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 05/16/19
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/27/18	17	\$9,695.00	\$8,240.75
05/28/18	06/01/18	4	\$1,410.00	\$1,198.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	17	\$9,695.00	\$8,240.75	0.00
June 2018	4	\$1,410.00	\$1,198.50	0.00
Totals	21	\$11,105.00	\$9,439.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cathy Simon			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	32%	\$11,105.00
Market	100%	\$34,703.12

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
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	32%	\$11,105.00
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	36%	\$12,493.12
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
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
1	All	05/22/18	05/22/18	Tuesday Prime 2hr 8p-10p Tuesday Prime 2hr 8p-10p	CM	Tu 8p-10p	-1-----	:30	1	\$3,350.00	1	0.00	NM	1	\$3,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/18	05/28/18	-1-----					1	\$3,350.00		0.00			
N 2	All	05/21/18	06/08/18	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$540.00		0.00			
		Week: 05/28/18	06/03/18	-----					0	\$540.00		0.00			
		Week: 06/04/18	06/10/18	-----					0	\$540.00		0.00			
3	All	05/26/18	05/26/18	Saturday Today Saturday Today	CM	Sa 5a-7a (5:00 AM-6:00 AM)	-----1-	:30	1	\$60.00	5	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/26/18	06/01/18	-----1-					1	\$60.00		0.00			
4	All	05/26/18	05/26/18	Saturday Today Saturday Today	CM	Sa 5a-7a	-----1-	:30	1	\$60.00	5	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/26/18	06/01/18	-----1-					1	\$60.00		0.00			
5	All	05/27/18	05/27/18	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----1	:30	1	\$585.00	2	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/27/18	06/02/18	-----1					1	\$585.00		0.00			
7	All	05/21/18	05/25/18	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	1	\$120.00	4	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					1	\$120.00		0.00			
9	All	05/21/18	06/01/18	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	2	\$300.00	4	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$300.00		0.00			
		Week: 05/28/18	06/03/18	MTWTF--					1	\$300.00		0.00			
N 10	All	05/21/18	06/01/18	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	2	\$375.00	2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$375.00		0.00			
		Week: 05/28/18	06/03/18	-----					0	\$375.00		0.00			
N 11	All	05/28/18	06/08/18	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	2	\$150.00	3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	MTWTF--					1	\$150.00		0.00			
		Week: 06/04/18	06/10/18	-----					0	\$0.00		0.00			
12	All	05/21/18	06/01/18	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	2	\$375.00	2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$375.00		0.00			
		Week: 05/28/18	06/03/18	MTWTF--					1	\$375.00		0.00			
13	All	05/21/18	06/01/18	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	2	\$585.00	2	0.00	NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$585.00		0.00			
		Week: 05/28/18	06/03/18	MTWTF--					1	\$585.00		0.00			
N 14	All	05/21/18	06/01/18		CM	M-F 630p-7p	MTWTF--	:30	2	\$585.00	2	0.00	NM	2	\$1,170.00

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News 4 @ 630p M-F															
News 4 @ 630p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	MTWTF--					2	\$585.00		0.00			
		Week: 05/28/18	06/03/18	-----					0	\$0.00		0.00			
Totals														0	\$0.00

*Tax 1 Note: ABQ 7.5%.