

# ORDER



**KABC-TV**

**Orders**  
**Order / Rev:** 65247 - 3  
**Alt Order #:** WOC10172479  
**Product Desc:** Padilla for Sec of State 306933  
**Estimate:** 340  
**Flight Dates:** 10/27/14 - 11/04/14  
**Original Date / Rev:** 10/23/14 / 11/03/14  
**Order Type:** GEN

**Primary AE:** Political National PHI  
**Sales Office:** N-PH  
**Sales Region:** National

**Agency Name:** BlueWest Media, LLC  
**Buying Contact:** Mary Wittemyer  
**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-02  
**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
10/27/14	11/04/14	76	\$109,880.00	\$93,398.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	76	\$109,880.00	\$93,398.00	0.00
<b>Totals</b>	<b>76</b>	<b>\$109,880.00</b>	<b>\$93,398.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%
Political National PHI			Start Of Order - End Of Order	0%

**Order Share**

	Share	Total
KABC-TV	35%	\$109,880.00
Market	100%	\$313,942.86

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KCAL	0%	\$0.00
KCBS	20%	\$62,788.57
KCET	0%	\$0.00
KCOP	0%	\$0.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	15%	\$47,091.43
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00
KTBN	0%	\$0.00

KTLA	20%	\$62,788.57
KTTV	10%	\$31,394.29
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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 Product Desc: Padilla for Sec of State 306933  
 Estimate: 340  
**KABC-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	10/27/14	10/27/14	M-F 5a-6a M/Wed 5a-6a	CM	Cc 5a-6a	1-----	:30	1	\$600.00	P-02	0.00	NM	1	\$560.00
(Program: 5A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	1-----			1		\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KABC	10/27/14-11/02/14		M-F 5a-6a			5a-6a		M-----	:30	\$560.00	0.00	NM		
2	KABC	11/03/14	11/04/14	M-F 6a-7a Mon-Tues 6a-7a	CM	Cc 6a-7a	21-----	:30	3	\$880.00	P-02	0.00	NM	3	\$2,640.00
(Program: 6A NEWS)															
Week:		11/03/14	11/09/14	21-----			3		\$880.00		0.00				
3	KABC	10/27/14	10/31/14	M-F 6a-7a M-F 6a-7a	CM	Cc 6a-7a	11111--	:30	5	\$960.00	P-02	0.00	NM	4	\$3,840.00
(Program: 6A NEWS)															
Week:		10/27/14	11/02/14	11111--			5		\$960.00		0.00				
5	KABC	10/27/14-11/02/14		M-F 6a-7a			6a-7a		MTWThF----	:30	<del>(\$960.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
4	KABC	10/27/14	11/04/14	M-F 7a-9a M-F 7-9a	CM	Cc 7a-9a	12121--	:30	7	\$960.00	P-02	0.00	NM	9	\$8,640.00
(Program: GMA)															
Week:		10/27/14	11/02/14	12121--			7		\$960.00		0.00				
Week:		11/03/14	11/09/14	11-----			2		\$960.00		0.00				
5	KABC	10/27/14	11/01/14	Sa 6a-7a Sa 6a-7a	CM	Cc 6a-7a	-----1-	:30	1	\$560.00	P-02	0.00	NM	1	\$560.00
(Program: SAT NEWS)															
Week:		10/27/14	11/02/14	-----1-			1		\$560.00		0.00				
6	KABC	10/27/14	11/01/14	Sa 7a-8a Sa 7a-8a	CM	Cc 7a-8a	-----1-	:30	1	\$1,440.00	P-02	0.00	NM	1	\$1,440.00
(Program: SAT GNA)															
Week:		10/27/14	11/02/14	-----1-			1		\$1,440.00		0.00				
7	KABC	10/27/14	11/01/14	Sa 8a-930a Sa 8a-930a	CM	Cc 8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1-	:30	1	\$1,440.00	P-02	0.00	NM	1	\$1,440.00
(Program: SAT NEWS)															
Week:		10/27/14	11/02/14	-----1-			1		\$1,440.00		0.00				
8	KABC	10/27/14	11/02/14	Su 6a-7a Su 6a-7a	CM	Cc 6a-7a	-----1	:30	1	\$800.00	P-02	0.00	NM	1	\$800.00
(Program: SUN NEWS)															
Week:		10/27/14	11/02/14	-----1			1		\$800.00		0.00				
9	KABC	10/27/14	11/04/14	M-F 11a-12p M-F 11a-12p	CM	Cc 11a-12p	11121--	:30	6	\$480.00	P-02	0.00	NM	9	\$4,320.00
(Program: NEWS)															
Week:		10/27/14	11/02/14	11121--			6		\$480.00		0.00				
Week:		11/03/14	11/09/14	21-----			3		\$480.00		0.00				

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 Estimate: 340  
**KABC-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KABC	10/27/14	10/31/14	M-F 3p-4p M-F 3p-4p	CM	Cc 3p-4p	11111--	:30	5	\$560.00	P-02	0.00	NM	5	\$2,800.00
(Program: MILNRE/JEOP)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	11111--			5		\$560.00			0.00			
11	KABC	11/03/14	11/03/14	M-F 3p-4p Mon 3p-4p	CM	Cc 3p-4p	1-----	:30	1	\$440.00	P-02	0.00	NM	1	\$440.00
(Program: MILNRE/JEOP)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----			1		\$440.00			0.00			
12	KABC	10/27/14	11/03/14	M-F 4p-5p M-F 4p-5p	CM	Cc 4p-5p	22222--	:30	10	\$1,440.00	P-02	0.00	NM	12	\$17,280.00
(Program: 4P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	22222--			10		\$1,440.00			0.00			
Week:		11/03/14	11/09/14	2-----			2		\$1,440.00			0.00			
13	KABC	10/27/14	11/03/14	M-F 5p-6p M-F 5p-6p	CM	Cc 5p-6p	11111--	:30	5	\$1,800.00	P-02	0.00	NM	6	\$10,800.00
(Program: 5P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	11111--			5		\$1,800.00			0.00			
Week:		11/03/14	11/09/14	1-----			1		\$1,800.00			0.00			
14	KABC	11/03/14	11/03/14	M-F 6p-630p Mon 6p-630p	CM	Cc 6p-630p	1-----	:30	1	\$1,440.00	P-02	0.00	NM	0	\$0.00
(Program: 6P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----			1		\$1,440.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KABC	11/03/14-11/09/14		M-F 6p-630p			6p-630p		M-----	:30	<del>(\$1,440.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
15	KABC	10/27/14	10/31/14	M-F 6p-630p M-F 6p-630p	CM	Cc 6p-630p	11111--	:30	5	\$2,800.00	P-02	0.00	NM	3	\$8,400.00
(Program: 6P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	11111--			5		\$2,800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	KABC	10/27/14-11/02/14		M-F 6p-630p			6p-630p		MTWThF----	:30	<del>(\$2,800.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
3	KABC	10/27/14-11/02/14		M-F 6p-630p			6p-630p		MTWThF----	:30	<del>(\$2,800.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
5	KABC	10/27/14-11/02/14		M-F 6p-630p			6p-630p		MTWThF----	:30	<del>(\$2,800.00)</del>	0.00	NM		
See MG 15.6 [Not Available]															
6	KABC	10/28/14-10/28/14		M-F 6p-630p			6p-630p		-T-----	:30	\$2,800.00	0.00	NM		
Ⓜ MG for 15.5 10/31 [Makegood Per Management]															
16	KABC	11/03/14	11/03/14	M-F 7p-730p Mon 7p-730p	CM	Cc 7p-730p	1-----	:30	1	\$2,400.00	P-02	0.00	NM	1	\$2,400.00
(Program: JEOP)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----			1		\$2,400.00			0.00			
17	KABC	10/27/14	10/30/14	M-F 7p-730p Tu/Thurs 7p-730p	CM	Cc 7p-730p	-1-1---	:30	2	\$2,560.00	P-02	0.00	NM	2	\$5,120.00
(Program: JEOP)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-1-1---			2		\$2,560.00			0.00			
18	KABC	10/27/14	11/03/14	M-F 730p-8p M/W/Fri 730p-8p	CM	Cc 730p-8p	1-1-1--	:30	3	\$2,080.00	P-02	0.00	NM	4	\$8,320.00

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 Flight Dates: 10/27/14 - 11/04/14

Advertiser: Padilla for Secretary of State  
 Product Desc: Padilla for Sec of State 306933  
 Estimate: 340  
**KABC-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: WHEEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	1-1-1--		3				\$2,080.00		0.00			
Week:		11/03/14	11/09/14	1-----		1				\$2,080.00		0.00			
19	KABC	10/29/14	10/29/14	M-F 5a-6a Wed 5a-6a	CM	Cc 5a-6a	--W----	:30	1	\$560.00	P-02	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--W----		1				\$560.00		0.00			
20	KABC	11/01/14	11/01/14	SaSu 4p-630p Sa 4p-630p	CM	Cc 4p-630p	-----S-	:30	2	\$560.00	P-02	0.00	NM	2	\$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:		10/27/14	11/02/14	-----S-		2				\$560.00		0.00			
21	KABC	11/02/14	11/02/14	Su 5a-6a Su 5a-6a	CM	Cc 5a-6a	-----S	:30	1	\$240.00	P-02	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S		1				\$240.00		0.00			
22	KABC	11/02/14	11/02/14	Su 7a-8a Su 7a-8a	CM	Cc 7a-8a	-----S	:30	1	\$640.00	P-02	0.00	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S		1				\$640.00		0.00			
23	KABC	10/31/14	10/31/14	Fri Prime Hour C 20/20	CM	Cc 10p-11p	----F--	:30	1	\$9,600.00	P-02	0.00	NM	1	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	----F--		1				\$9,600.00		0.00			
24	KABC	11/02/14	11/02/14	Su 9a-11a Su 9a-11a	CM	Cc Su 9a-11a	-----S	:30	2	\$560.00	P-02	0.00	NM	2	\$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:		10/27/14	11/02/14	-----S		2				\$560.00		0.00			
25	KABC	11/01/14	11/01/14	Sa Prime College Football Sa Prime College Football	CM	Cc Various	-----S-	:30	1	\$4,400.00	P-02	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S-		1				\$4,400.00		0.00			
26	KABC	11/01/14	11/01/14	Sat Prime Hour C Castle	CM	Cc 10p-11p	-----S-	:30	2	\$1,200.00	P-02	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S-		2				\$1,200.00		0.00			
27	KABC	11/03/14	11/03/14	Mon Prime Hour C Mon CMA Preview RR	CM	Cc 10p-11p	M-----	:30	1	\$10,000.00	P-02	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----		1				\$10,000.00		0.00			
													Totals	76	\$109,880.00