

ORDER



Orders
Order / Rev: 150098
Alt Order #:
Product Desc: JIM COSTA FOR CONGRESS/CMS 359
Estimate: 1862 10/10-10/16/2016
Flight Dates: 10/10/16 - 10/16/16
Original Date / Rev: 10/10/16 / 10/10/16
Order Type: GEN

KFSN-TV

Primary AE: . Brown/Haddox
Sales Office: N-LA
Sales Region: National

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

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

Advertiser
Name: Jim Costa for Congress
Demographic: A35+
Product Codes: Candidates
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	62	\$12,815.00	\$10,892.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	62	\$12,815.00	\$10,892.75	0.00
Totals	62	\$12,815.00	\$10,892.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
. Brown/Haddox			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KFSN	10/10/16	10/16/16	M-F 430a-5a Local News Action News AM Live 430a	CM	Cc 430a-5a	MTWTF--	:30	3	\$25.00	P-03	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$25.00			0.00			
2	KFSN	10/10/16	10/16/16	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	MTWTF--	:30	4	\$70.00	P-03	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$70.00			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>		
	7	KFSN	10/10/16-10/16/16	M-F 5a-6a News		5a-6a	MTWThF----	:30		(\$70.00)		0.00	NM		
		Credited [See MG on WO 150098 per Holly/Greg]													
3	KFSN	10/10/16	10/16/16	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	MTWTF--	:30	3	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$200.00			0.00			
4	KFSN	10/10/16	10/16/16	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	MTWTF--	:30	2	\$200.00	P-03	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		5			\$200.00			0.00			
5	KFSN	10/10/16	10/16/16	M-F 9a-10a Live with Kelly & Michael	CM	Cc 9a-10a	MTWTF--	:30	2	\$125.00	P-03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		2			\$125.00			0.00			

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KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KFSN	10/10/16	10/16/16	M-F 10a-11a The View	CM	Cc 10a-11a	MTWTF--	:30	2	\$125.00	P-03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		2			\$125.00			0.00			
7	KFSN	10/10/16	10/16/16	M-F 11a-12p M-F 11a-12p	CM	Cc 11a-12p	MTWTF--	:30	3	\$100.00	P-03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$100.00			0.00			
8	KFSN	10/10/16	10/16/16	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	MTWTF--	:30	3	\$75.00	P-03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$75.00			0.00			
9	KFSN	10/10/16	10/16/16	M-F 5p News Action News at 5p	CM	Cc 5p-530p	MTWTF--	:30	3	\$320.00	P-03	0.00	NM	4	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$320.00			0.00			
10	KFSN	10/10/16	10/16/16	M-F 6p News Action News at 6p	CM	Cc 6p-630p	MTWTF--	:30	3	\$320.00	P-03	0.00	NM	4	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$320.00			0.00			
11	KFSN	10/10/16	10/16/16	M-F 630p News Action News at 630p	CM	Cc 630p-7p	MTWTF--	:30	2	\$320.00	P-03	0.00	NM	3	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$320.00			0.00			
12	KFSN	10/10/16	10/16/16	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	MTWTF--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$350.00			0.00			
13	KFSN	10/10/16	10/16/16	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	MTWTF--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3			\$350.00			0.00			
14	KFSN	10/10/16	10/16/16	Mon Prime Other A Dancing With The Stars	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	-----	: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: 10/10/16	10/16/16	M-----		1			\$1,500.00			0.00			
17	KFSN	10/10/16	10/16/16	M-F 11pm News Action News at 11p	CM	Cc 11p-1135p	MTWTF--	:30	4	\$175.00	P-03	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		5			\$175.00			0.00			
18	KFSN	10/10/16	10/16/16	M-F 1135p-1237a Jimmy Kimmel Live	CM	Cc 1135p-1237a	MTWTF--	:30	2	\$75.00	P-03	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: 10/10/16	10/16/16	MTWTF--		2			\$75.00			0.00			
20	KFSN	10/10/16	10/16/16	Sa 6a News AM Live Saturday 6a	CM	Cc 6a-7a	-----S-	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S-		1			\$80.00			0.00			
21	KFSN	10/10/16	10/16/16	Sa GMA Good Morning America Sat	CM	Cc 7a-8a	-----S-	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S-		1			\$80.00			0.00			
22	KFSN	10/10/16	10/16/16	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	-----S-	:30	1	\$105.00	P-03	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S-		1			\$105.00			0.00			
24	KFSN	10/10/16	10/16/16	Su 6a News AM Live Sunday 6am	CM	Cc 6a-7a	-----S	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	KFSN	10/10/16	10/16/16	Su 6a News AM Live Sunday 6am	CM	Cc 6a-7a	-----S	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$80.00		0.00			
25	KFSN	10/10/16	10/16/16	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	-----S	:30	1	\$105.00	P-03	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$105.00		0.00			
26	KFSN	10/10/16	10/16/16	Su 8a News AM Live Sunday 8am	CM	Cc 8a-9a	-----S	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$80.00		0.00			
28	KFSN	10/10/16	10/16/16	Latino Life Su Su Latino Life	CM	Cc 10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----S	:30	1	\$50.00	P-03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$50.00		0.00			
29	KFSN	10/10/16	10/16/16	M-Su 4a-4a Jack Hanna 12p-1230p	CM	Cc 12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-----S	:30	1	\$50.00	P-03	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$50.00		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	KFSN	10/10/16-10/16/16		M-Su 4a-4a		12:00 PM-12:30 PM	-----Su	:30		(\$50.00)		0.00	NM		
	See MG 29.2,29.3 [No Program]														
2	KFSN	10/10/16-10/16/16		M-F 430a-5a Local News	430a-5a		MTWThF----	:30		\$25.00		0.00	NM		
	Ⓜ MG for 29.1 10/16 [Per Jynane]														
3	KFSN	10/10/16-10/16/16		M-F 430a-5a Local News	430a-5a		MTWThF----	:30		\$25.00		0.00	NM		
	Ⓜ MG for 29.1 10/16 [Per Jynane]														
30	KFSN	10/10/16	10/16/16	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	-----S	:30	1	\$160.00	P-03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$160.00		0.00			
N31	KFSN	10/10/16	10/16/16	Sun Prime Hour B Once Upon a Time	CM	Cc 8p-9p	-----S	:30	1	\$695.00	P-03	0.00	NM	1	\$695.00
	> MG for multiple Preempts from different weeks.														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S		1				\$695.00		0.00			
													Totals	62	\$12,815.00