

# Sales Order

043830

Station: **KRNO-FM** Agency: **TARGET ENTERPRISES LLC**  
 Contract Name: **8/20 COALITION DEFEAT 3 KRNO** Address: **15260 VENTURA BLVD**  
 Contract#: **(none)** Suite **1240**  
 Start Date: **8/20/18** End Date: **8/25/18** City: **SHERMAN OAKS** State: **CA** Zip: **91403**  
 Revenue Type: **POLITICAL - NATIONAL** Phone: **(310) 228-0904**  
 AGENCY Type: **Cash** Buyer:  
 Advertiser: **COALITION TO DEFEAT QUESTION 3** Tax Schedule:  
 Address: **(None)** Agency Commission %: **15**  
 City: State: Zip: Billing Cycle: **Standard**  
 Product Name: **DEFEAT QUESTION 3** Salesperson: **POLITICAL** Comm %: **1.50**  
 Estimate #: **2591** Makegood Policy: **Within Contract Dates**  
 Competitive Code: **ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$		
1	8/20/18	8/24/18		6:00 AM	10:00 AM	60	X	X	X	X	X			12	W	12	2,400.00			
2	8/20/18	8/24/18		10:00 AM	3:00 PM	60	X	X	X	X	X			4	W	4	800.00			
3	8/20/18	8/24/18		3:00 PM	7:00 PM	60	X	X	X	X	X			10	W	10	2,000.00			
4	8/25/18	8/25/18		6:00 AM	7:00 PM	60						10		10	D	10	1,700.00			

Billing Projections: By Month

Aug 18

CA 6,900.00

ST 6,900.00

☒ Print Spot Prices

TOTAL SPOTS 36  
 GROSS TOTAL \$ 6,900.00  
 ADJUSTED SPOTS 36  
 ADJUSTED TOTAL \$ 6,900.00

APPROVE DECLINE

☐ General Manager  
☐ Sales Manager  
☐ Administrator  
☐ Local Sales Manager



Aug 16, 18	32085591	Mod#	Ver# 1	(Last = )	DDS CONT# 0
CONT#	EASTMAN				C/P/E: CDQ / DQ3 / 2591
REP	TO	KRNO-FM	(Reno, NV)		
FM	LESLEY WILBERDING				SALESPERSON FAX#
OFF	LOS ANGELES				PH # 818-905-0005
AGY	TARGET ENTERPRISES LLC				
ADDR	15260 VENTURA BLVD SUITE 1240				
	SHERMAN OAKS, CA 91403				
BYR	LINDA SOUTHERN				
ADV	COALITION TO DEFEAT QUESTION 3				
PDT	Defeat Question 3				
FLT	Aug 20, 18 - Aug 26, 18				

\* REP ORDER COMMENT \*

\*\* 8/16/2018 5:26:00 PM: THIS IS A NEW ORDER, PLEASE DO NOT DOUBLE BOOK, CONFIRM WITH EMILY AT 323-966-5187 OR EMILY.CAREW@EASTMANRADIO.COM

\* STATION ORDER COMMENT \*

\*\* 8/16/2018 5:36:00 PM: THANKS!!! JILL

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	8/20/2018 - 8/24/2018	1W	12	\$200.00	12
	1.2	MTWTF..	10A - 3P	60	8/20/2018 - 8/24/2018	1W	4	\$200.00	4
	1.3	MTWTF..	3P - 7P	60	8/20/2018 - 8/24/2018	1W	10	\$200.00	10
	1.4	.....SS	6A - 7P	60	8/25/2018 - 8/26/2018	1W	10	\$170.00	10
					** WEEKLY FLIGHT TOTALS **		36	\$6,900.00	

<b>Aug 18</b>									
SPOTS	36								
CASH	6900.00								
TRADE	0.00								
NSL	0.00								
TOTAL	6900.00								

<b>TOTAL</b>									
SPOTS	36								
CASH	6,900.00								
TRADE	0.00								
NSL	0.00								
TOTAL	6,900.00								

Aug 16, 18  
CONT# 32085591 Mod# Ver# 1 (Last = ) DDS CONT# 0  
REP EASTMAN C/P/E: CDQ / DQ3 / 2591

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**\*\* Competitive Comments \*\***

SVC: SP18 MSA ARB  
Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.