

ORDER

RVA



Orders
Order / Rev: 552952
Alt Order #: WOC12730461
Product Desc: Candidate
Estimate: 2311
Flight Dates: 10/05/20 - 11/08/20
Original Date / Rev: 10/26/20 / 10/26/20
Order Type: GENERAL

KXOF-TV
Primary AE: Laredo House
Sales Office: L-LAR
Sales Region: LOCAL

Agency Name: Davis Group, Inc
Buying Contact:
Billing Contact:
 4201 Bee Caves Rd., Ste. C-101
 Austin, TX 78746

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

Advertiser Name: John Galo
Demographic: A25-54
Product Codes: Advertising/Public Relations
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru: 12/12/20
Advertiser External ID: 0012R000026sa4aQAA
Agency External ID: 001E000000jNaLqIAK
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	14	\$4,190.00	\$3,561.50
10/26/20	11/02/20	6	\$850.00	\$722.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	14	\$4,190.00	\$3,561.50	54.91
November 2020	6	\$850.00	\$722.50	21.80
Totals	20	\$5,040.00	\$4,284.00	76.71

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laredo House	L-LAR	LOCAL	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	KXOF	10/05/20	10/09/20	Late News M-F 1.1 Local	CM	9p-930p	---11--	:30	2	\$80.00	P-16	3.30	NM	2	\$160.00																								
(Program: FOX NEWS SOUTH TEXAS)Oct-2019L3 FOX NEWS S TEXAS <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/05/20</td> <td>10/11/20</td> <td>---11--</td> <td>2</td> <td>\$80.00</td> <td>3.30</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/05/20	10/11/20	---11--	2	\$80.00	3.30												
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																		
10/05/20	10/11/20	---11--	2	\$80.00	3.30																																		
N 2	KXOF	10/12/20	10/30/20	Late News M-F 1.1 Local	CM	9p-930p	MTWTF--	:30	3	\$80.00	P-16	3.30	NM	7	\$560.00																								
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																		
10/12/20	10/18/20	MTWTF--	3	\$80.00	3.30																																		
10/19/20	10/25/20	MTWTF--	1	\$80.00	3.30																																		
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																														
10	KXOF	10/26/20-11/01/20	Late News M-F 1.1 Local	9p-930p	MTWThF----	:30	(\$80.00)	3.30	NM																														
3	KXOF	11/02/20	11/02/20	Late News M-F 1.1 Local	CM	9p-930p	M-----	:30	1	\$80.00	P-16	3.30	NM	1	\$80.00																								
(Program: FOX NEWS SOUTH TEXAS)Oct-2019L3 FOX NEWS S TEXAS <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>11/02/20</td> <td>11/08/20</td> <td>M-----</td> <td>1</td> <td>\$80.00</td> <td>3.30</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	11/02/20	11/08/20	M-----	1	\$80.00	3.30												
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																		
11/02/20	11/08/20	M-----	1	\$80.00	3.30																																		
4	KXOF	10/05/20	10/08/20	NFL Thursday Night	CM	7:00 PM-10:30 PM	---T---	:30	1	\$400.00	P-16	3.36	NM	1	\$400.00																								

Order / Rev: 552952
 Alt Order #: WOC12730461
 Flight Dates: 10/05/20 - 11/08/20

Advertiser: John Galo
 Product Desc: Candidate
 Estimate: 2311

KXOF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: FOX TNF: BUCANEERS @ BEARS)Oct-2019L3-pa BUCS @ BEARS (7:00 PM-10:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	---T---					1	\$400.00		3.36			
5	KXOF	10/19/20	10/19/20	NFL RS Game	CM	4:00 PM-7:15 PM	M-----	:30	1	\$400.00	P-16	3.36	NM	1	\$400.00
CHEIFS @ BILLS (4:00 PM-7:15 PM) (Program: FOX TNF: CHIEFS @ BUFALO BILLS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	M-----					1	\$400.00		3.36			
6	KXOF	10/12/20	10/18/20	NFL RS Game 1	CM	12:00 PM-3:30 PM	-----S	:30	1	\$450.00	P-16	7.05	NM	1	\$450.00
FALCONS @ VIKINGS (12:00 PM-3:30 PM) (Program: FOX NFL: FALCONS @ VIKINGS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----S					1	\$450.00		7.05			
7	KXOF	10/26/20	11/01/20	NFL RS Game 1	CM	12:00 PM-3:30 PM	PMMTWTFSS	:30	1	\$450.00	P-16	5.30	NM	1	\$450.00
VIKINGS @ PACKERS (12:00 PM-3:30 PM) (Program: FOX NFL: VIKINGS @ PACKERS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----S					1	\$450.00		5.30			
8	KXOF	10/19/20	10/25/20	NFL RS Game	CM	12:00 PM-3:30 PM	-----S	:30	1	\$1,200.00	P-16	8.99	NM	1	\$1,200.00
COWBOYS @ REDSKINS (12:00 PM-3:30 PM) (Program: FOX NFL: COWBOYS @ REDSKINS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----S					1	\$1,200.00		8.99			
9	KXOF	10/05/20	10/11/20	NFL RS Game	CM	12:00 PM-3:30 PM	-----S	:30	1	\$550.00	P-16	5.30	NM	1	\$550.00
NFL (12:00 PM-3:30 PM) (Program: FOX NFL: DOLPHINS @ 49ERS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----S					1	\$550.00		5.30			
10	KXOF	10/12/20	10/18/20	NFL RS Game 2	CM	3:30 PM-6:30 PM	-----S	:30	1	\$550.00	P-16	7.05	NM	1	\$550.00
PACKERS @ BUCS (3:30 PM-6:30 PM) (Program: FOX NFL: PACKERS @ BUCCANEERS)Oct-2019L3-pa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----S					1	\$550.00		7.05			
11	KXOF	10/12/20	10/18/20	Late News M-F 1.1	CM	9p-930p	MTW-F--	:30	1	\$80.00	P-16	0.00	NM	1	\$80.00
FOX NEWS S TEXAS (Program: FOX NEWS SOUTH TEXAS)Oct-2019L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	MTW-F--					1	\$80.00		0.00			
12	KXOF	10/12/20	10/18/20	NFL RS Pre-Game	CM	11:00 AM-12:00 PM	-----S	:30	1	\$80.00	P-16	0.00	NM	1	\$80.00
NFL RS Pre-Game (11:00 AM-12:00 PM) (Program: FOX NEWS SOUTH TEXAS)Oct-2019L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----S					1	\$80.00		0.00			
N13	KXOF	10/27/20	11/01/20	Late News M-F	CM	10p-1030p	-T-----	:30	1	\$80.00	P-16	3.30	NM	1	\$80.00
Late News M-F 2.1 (Program: FOX NEWS SOUTH TEXAS)Oct-2019L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-T-----					1	\$80.00		3.30			

Totals 20 \$5,040.00

WOC12730461 Offer A05(1) Offer Printout



Order Status: Confirmed **Start/End Dates:** 10/05/20 - 11/08/20 **C/P/E:** 93 / 193 / 2311
Traffic #: 552952 **Agency:** The Davis Group, Inc. **Product Desc.:** Candidate
Buyer Order #: 10031195 **Advertiser:** John Galo for County Commissioner **Estimate Desc.:** John Galo for County Commissioner (Pct 3)
AE: Laredo House **Buyer:** **Total Cost:** \$5,040.00 (Cash)
Property: KXOF-TV TV **Primary Demo:** Adults 25-54 (RTG) **Received Date:** 10/05/20 9:38 AM
Sales Region: Local

Status: Approved **Created Date:** 10/26/20 12:07 PM **Status Date:** 10/26/20 12:07 PM

Comments:
 revised tp for news tomorrow thanks

Buyer Reject Comments:

	Missed	Offered	Difference
Total \$	80.00	80.00	- 0.00
# Spots	1	1	- 0
GRP	3.30	3.30	- 0.00
CPP	24.24	24.24	

Line	Program	Len	Time	Days	Rate	Adults 25-54 RTG			Weeks	
						RTG	GRP	CPP	Oct 26	
M 2	FOX NEWS SOUTH TEXAS	:30	9:00 PM-9:30 PM	MTWTF--	\$80.00	3.30	3.30	24.24	1	
O 17	FOX NEWS SOUTH TEXAS	:30	10:00 PM-10:30 PM	-T-----	\$80.00	3.30	3.30	24.24	1	