

ORDER



Orders
Order / Rev: 358232
Alt Order #: 25528164
Product Desc: Candidate
Estimate: 2870
Flight Dates: 04/10/17 - 04/16/17
Original Date / Rev: 04/06/17 / 04/06/17
Order Type: GENERAL

ABC - Idaho Falls, ID

Primary AE: Kelly Johns
Sales Office: K-WDC
Sales Region: NAT

Agency Name: Strategic Media
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive
 Arlington, VA 22209

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

Advertiser Name: Tommy For Idaho
Demographic: HH
Product Codes: PL01
Priority: P-3
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: 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
03/27/17	04/16/17	16	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2017	16	\$2,500.00	\$2,125.00	0.00
Totals	16	\$2,500.00	\$2,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Gina Berger			Start Of Order - End Of Order	100%
Kelly Johns			Start Of Order - End Of Order	0%

Order Share

	Share	Total
ABC - Idaho Falls, ID	59%	\$2,500.00
Market	100%	\$4,237.29

Competitive Share

	Share	Total
AWIB	0%	\$0.00
KFXP	0%	\$0.00
KIDK	12%	\$508.47
KISU	0%	\$0.00
KJWY	0%	\$0.00
KPVI	23%	\$974.58
KXPI	6%	\$254.24
NIFI	0%	\$0.00
OIFI	0%	\$0.00
QIFI	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	KIFI	04/10/17	04/10/17	EM M-F 6-7A Local News 8 This Morning	CM	6:00 - 7:00 AM (6:00 AM-7:00 AM)	M-----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00												
Local News 8 This Morning <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></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	M-----		1		\$100.00		0.00					
N 2	KIFI	04/11/17	04/11/17	EM M-F 6-7A Local News 8 This Morning	CM	6:00 - 7:00 AM	-T-----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	-T-----		1		\$100.00		0.00					
N 3	KIFI	04/12/17	04/12/17	EM M-F 6-7A Local News 8 This Morning	CM	6:00 - 7:00 AM	--W----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	--W----		1		\$100.00		0.00					
N 4	KIFI	04/13/17	04/13/17	EM M-F 6-7A Local News 8 This Morning	CM	6:00 - 7:00 AM	---T---	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	---T---		1		\$100.00		0.00					
N 5	KIFI	04/14/17	04/14/17	EM M-F 6-7A Local News 8 This Morning	CM	6:00 - 7:00 AM	----F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	----F--		1		\$100.00		0.00					
N 6	KIFI	04/10/17	04/10/17	EARLY NEWS (M-SU) M-F 5p-630p	CM	5:00 - 6:30 PM	M-----	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	M-----		1		\$140.00		0.00					
N 7	KIFI	04/11/17	04/11/17	EN M-F 5-530P EN M-F 5-530P	CM	5:00 - 5:30 PM	-T-----	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	-T-----		1		\$140.00		0.00					
N 8	KIFI	04/13/17	04/13/17	EN M-F 5-530P EN M-F 5-530P	CM	5:00 - 5:30 PM	---T---	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	---T---		1		\$140.00		0.00					
N 9	KIFI	04/14/17	04/14/17	EN M-F 5-530P EN M-F 5-530P	CM	5:00 - 5:30 PM	----F--	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/10/17	04/16/17	----F--		1		\$140.00		0.00					
N 10	KIFI	04/10/17	04/10/17	EN M-F 6-630P Local News at 6	CM	6-630p	M-----	:30	1	\$160.00	P-4	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: 04/10/17	04/16/17	M-----		1		\$160.00		0.00					
N 11	KIFI	04/12/17	04/12/17	EN M-F 6-630P Local News at 6	CM	6-630p	--W----	:30	1	\$160.00	P-4	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: 04/10/17	04/16/17	--W----		1		\$160.00		0.00					
N 12	KIFI	04/14/17	04/14/17	EN M-F 6-630P Local News at 6	CM	6-630p	----F--	:30	1	\$160.00	P-4	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: 04/10/17	04/16/17	----F--		1		\$160.00		0.00					

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N 12	KIFI	04/14/17	04/14/17	EN M-F 6-630P Local News at 6	CM	6-630p	----F--	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
Local News 8 @ 6PM															
N 13	KIFI	04/16/17	04/16/17	EN SU 5-530P EN SU 5-530P	CM	5:00 - 5:30 PM	-----S	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
Local News 8 @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/10/17	04/16/17	-----S			1			\$120.00			0.00		
N 14	KIFI	04/10/17	04/10/17	LN M-F 10-1035P LN M-F 10-1035P	CM	10:00 - 10:35 PM	M-----	:30	1	\$280.00	P-4	0.00	NM	1	\$280.00
Local News 8 News @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/10/17	04/16/17	M-----			1			\$280.00			0.00		
N 15	KIFI	04/12/17	04/12/17	LN M-F 10-1035P LN M-F 10-1035P	CM	10:00 - 10:35 PM	--W----	:30	1	\$280.00	P-4	0.00	NM	1	\$280.00
Local News 8 News @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/10/17	04/16/17	--W----			1			\$280.00			0.00		
N 16	KIFI	04/14/17	04/14/17	LN M-F 10-1035P LN M-F 10-1035P	CM	10:00 - 10:35 PM	----F--	:30	1	\$280.00	P-4	0.00	NM	1	\$280.00
Local News 8 News @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/10/17	04/16/17	----F--			1			\$280.00			0.00		
													Totals	16	\$2,500.00