

ORDER



Orders
Order / Rev: 1252933
Alt Order #: WOC14487936
Product Desc: Gunderson for Congress
Estimate: 4047
Flight Dates: 02/20/24 - 02/25/24
Original Date / Rev: 01/31/24 / 02/15/24
Order Type: GENERAL

KGTV
Primary AE: Tanya Winscott
Sales Office: SanDN
Sales Region: NAT

Agency
Name: Target Enterprises - Political
Buying Contact:
Billing Contact:
 15260 Ventura Blvd
 Sherman Oaks, CA 91403

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

Advertiser
Name: Gunderson/Republican/US House
Demographic: A55+
Product Codes: Federal Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-6

New Business End:
Advertiser External ID: 280082
Agency External ID: 121905
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/25/24	71	\$10,735.00	\$9,124.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	71	\$10,735.00	\$9,124.75	116.24
Totals	71	\$10,735.00	\$9,124.75	116.24

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tanya Winscott			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGTV	12%	\$10,735.00
Market	100%	\$89,458.33

Competitive Share

	Share	Total
AZSD	0%	\$0.00
CABLE	0%	\$0.00
KBNT	0%	\$0.00
KBOP	0%	\$0.00
KDTF	0%	\$0.00
KFMB	0%	\$0.00
KNSD	0%	\$0.00
KPBS	0%	\$0.00
KSWB	0%	\$0.00
KUSI	0%	\$0.00
SD4	0%	\$0.00
UNKWN	88%	\$78,723.33
XDTV	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XHJK	0%	\$0.00
XHTT	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	02/20/24	02/23/24	M-F 5-6am News M-F 5-6am News	CM	5-6am	- TWTF - -	:30	5	\$35.00	P-6	0.63	NM	5	\$175.00
(Program: 10NEWS 5A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 5a News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$35.00 0.63															
N 2	KGTV	02/20/24	02/23/24	M-F 6-7am News M-F 6-7am News	CM	6-7am	- TWTF - -	:30	5	\$75.00	P-6	0.89	NM	5	\$375.00
(Program: 10NEWS 6A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 6a News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$75.00 0.89															
N 3	KGTV	02/20/24	02/23/24	M-F Good Morning America M-F Good Morning America	CM	7-9am	- TWTF - -	:30	10	\$125.00	P-6	1.88	NM	10	\$1,250.00
(Program: GMA) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 10 \$125.00 1.88															
N 4	KGTV	02/20/24	02/23/24	M-F 9-10am M-F 9-10am	CM	9-10am	- TWTF - -	:30	5	\$50.00	P-6	1.32	NM	5	\$250.00
(Program: LIVE! W/ KELLY & MARK) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Live w/ Kelly <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$50.00 1.32															
N 5	KGTV	02/20/24	02/23/24	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	- TWTF - -	:30	5	\$60.00	P-6	1.13	NM	5	\$300.00
(Program: 10NEWS 11A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 11a News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$60.00 1.13															
N 6	KGTV	02/20/24	02/23/24	M-F 1-2pm General Hospital	CM	1-2pm	- TWTF - -	:30	5	\$100.00	P-6	1.10	NM	7	\$600.00
(Program: GENERAL HOSPITAL) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$100.00 1.10															
<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>						
6	KGTV	02/20/24-02/25/24	M-F 9-10am	9-10am	- TWThF - - - -	:30	\$50.00	0.55	NM						
Ⓜ MG for 6.4 02/19															
7	KGTV	02/20/24-02/25/24	M-F 9-10am	9-10am	- TWThF - - - -	:30	\$50.00	0.55	NM						
Ⓜ MG for 6.4 02/19															
8	KGTV	02/19/24-02/25/24	M-F 1-2pm	1-2pm	- TWThF - - - -	:30	\$100.00	1.10	NM						
N 7	KGTV	02/20/24	02/23/24	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	- TWTF - -	:30	5	\$150.00	P-6	1.57	NM	5	\$750.00
(Program: 10NEWS 5P) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 5p News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$150.00 1.57															
N 8	KGTV	02/20/24	02/23/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	- TWTF - -	:30	5	\$275.00	P-6	2.58	NM	5	\$1,375.00
(Program: 10NEWS 6P) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 6p News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 5 \$275.00 2.58															
N 9	KGTV	02/20/24	02/23/24	ABC World News M-F ABC World News M-F	CM	630-7pm	- TWTF - -	:30	3	\$600.00	P-6	5.70	NM	3	\$1,800.00
(Program: ABC WORLD NEWS) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of ABC World News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 - TWTF - - 3 \$600.00 5.70															
N 10	KGTV	02/20/24	02/23/24		CM	7-730pm		:30	5	\$200.00	P-6	2.72	NM	5	\$1,000.00

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: 10NEWS 7P) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 7p News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -TWTF-- 5 \$200.00 2.72															
N11	KGTV	02/23/24	02/23/24	Friday Prime A Shark Tank	CM	8-9pm	----F--	:30	1	\$500.00	P-6	2.02	NM	1	\$500.00
(Program: SHARK TANK FRI) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Shark Tank <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 ----F-- 1 \$500.00 2.02															
N12	KGTV	02/25/24	02/25/24	Sunday Prime A AFHV	CM	7-8pm	-----S	:30	1	\$275.00	P-6	2.08	NM	1	\$550.00
(Program: AMERICAS FUNNIEST HOME VIDS) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of America's Funniest Home Videos <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -----S 1 \$275.00 2.08															
<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	KGTV	02/19/24-02/25/24	Sunday Prime A	7-8pm		-----Su	:30	(\$275.00)	2.08	NM					
See MG 12.2 [not available 2/05 t]															
2	KGTV	02/25/24-02/25/24	Sunday Prime A	7-8pm		-----Su	:30	\$550.00	2.08	NM					
MG for 12.1 02/25															
N13	KGTV	02/20/24	02/25/24	M-Su 11pm News ROS M-Su 11pm News ROS	CM	11-1135pm	-TWFSS	:30	5	\$75.00	P-6	0.92	NM	5	\$375.00
(Program: 10NEWS 11P M-SU) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of 11p News M-Su <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -TWFSS 5 \$75.00 0.92															
N14	KGTV	02/24/24	02/24/24	Sa GMA Hour 1 Sa GMA Hour 1	CM	7-8am	-----S-	:30	1	\$225.00	P-6	1.98	NM	2	\$225.00
(Program: GMA 7A SAT) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Good Morning America Saturday <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -----S- 1 \$225.00 1.98															
<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	KGTV	02/19/24-02/25/24	Sa GMA Hour 1	7-8am		-----Sa--	:30	(\$225.00)	1.98	NM					
See MG 14.2, 14.3 [not available 2/05 t]															
2	KGTV	02/25/24-02/25/24	Sa/Su 5-530pm	5-530pm		-----Su	:30	\$100.00	0.99	NM					
MG for 14.1 02/24															
3	KGTV	02/20/24-02/23/24	M-F 730-8pm	730-8pm		-TWThF----	:30	\$125.00	0.99	NM					
MG for 14.1 02/24															
N15	KGTV	02/24/24	02/24/24	Sa 8-9am News Sa 8-9am News	CM	8-9am	-----S-	:30	1	\$125.00	P-6	1.59	NM	1	\$125.00
(Program: 10NEWS SAT 8A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Saturday 8a News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -----S- 1 \$125.00 1.59															
N16	KGTV	02/25/24	02/25/24	Su 6-7am News Su 6-7am News	CM	6-7am	-----S	:30	1	\$60.00	P-6	1.00	NM	1	\$60.00
(Program: 10NEWS SUN 6A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Sunday 6a News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -----S 1 \$60.00 1.00															
N17	KGTV	02/25/24	02/25/24	Su Good Morning America Su Good Morning America	CM	7-8am	-----S	:30	1	\$125.00	P-6	1.61	NM	1	\$125.00
(Program: GMA SUN) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Good Morning America Sunday <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/19/24 02/25/24 -----S 1 \$125.00 1.61															

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																																								
N 18	KGTV	02/25/24	02/25/24	Su 8-9am News Su 8-9am News	CM	8-9am	-----S	:30	1	\$100.00	P-6	1.00	NM	1	\$100.00																																																																								
(Program: 10NEWS SUN 8A) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Sunday 8a News <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 02/19/24</td> <td>02/25/24</td> <td>-----S</td> <td>1</td> <td>\$100.00</td> <td>1.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 02/19/24	02/25/24	-----S	1	\$100.00	1.00																																																												
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Week: 02/19/24	02/25/24	-----S	1	\$100.00	1.00																																																																																		
N 19	KGTV	02/25/24	02/25/24	This Week This Week	CM	9-10am	-----S	:30	1	\$600.00	P-6	1.46	NM	1	\$600.00																																																																								
(Program: THIS WEEK) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of This Week <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 02/19/24</td> <td>02/25/24</td> <td>-----S</td> <td>1</td> <td>\$600.00</td> <td>1.46</td> </tr> </table> <table border="0"> <tr> <td><u>Spot</u></td> <td><u>Ch</u></td> <td><u>Date Range</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Weekdays</u></td> <td><u>Length</u></td> <td><u>Rate</u></td> <td><u>Rtg</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>KGTV</td> <td>02/19/24-02/25/24</td> <td>This Week</td> <td>9-10am</td> <td>-----Su</td> <td>:30</td> <td>(\$600.00)</td> <td>1.46</td> <td>NM</td> </tr> <tr> <td colspan="10">See MG 19.2</td> </tr> <tr> <td colspan="10">[paid programming/NBA 2/05 t]</td> </tr> <tr> <td>2</td> <td>KGTV</td> <td>02/25/24-02/25/24</td> <td>Su 3-4pm</td> <td>Su 3-4pm</td> <td>-----Su</td> <td>:30</td> <td>\$600.00</td> <td>1.46</td> <td>NM</td> </tr> <tr> <td colspan="10">Ⓜ MG for 19.1 02/25</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 02/19/24	02/25/24	-----S	1	\$600.00	1.46	<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	KGTV	02/19/24-02/25/24	This Week	9-10am	-----Su	:30	(\$600.00)	1.46	NM	See MG 19.2										[paid programming/NBA 2/05 t]										2	KGTV	02/25/24-02/25/24	Su 3-4pm	Su 3-4pm	-----Su	:30	\$600.00	1.46	NM	Ⓜ MG for 19.1 02/25									
<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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N 20	KGTV	02/25/24	02/25/24	Sa/Su 5-530pm Scripps News	CM	5-530pm	-----S	:30	1	\$100.00	P-6	1.10	NM	1	\$100.00																																																																								
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Week: 02/19/24	02/25/24	-----S	1	\$100.00	1.10																																																																																		
N 21	KGTV	02/25/24	02/25/24	Sa/Su 6-630pm News Sa/Su 6-630pm News	CM	6-630pm	-----S	:30	1	\$100.00	P-6	1.10	NM	1	\$100.00																																																																								
(Program: 10NEWS SUN 6P) 1Q24 COMSCORE (sell) - SAN DIEGO - 1Q23 average of Sunday 6p News <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 02/19/24</td> <td>02/25/24</td> <td>-----S</td> <td>1</td> <td>\$100.00</td> <td>1.10</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 02/19/24	02/25/24	-----S	1	\$100.00	1.10																																																												
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