

ORDER



KTLA-TV

Orders
Order / Rev: 330847
Alt Order #: 08258468
Product Desc: LORETTA SANCHEZ
Estimate:
Flight Dates: 05/31/16 - 06/05/16
Original Date / Rev: 05/26/16 / 05/26/16
Order Type: GENERAL

Primary AE: Larry Price
Sales Office: NNY
Sales Region: National

Agency
Name: Carrick Media
Buying Contact:
Billing Contact:
 271 Madison Avenue
 New York, NY 10017

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

Advertiser
Name: Loretta Sanchez for US Senate
Demographic: A35+
Product Codes: PL3.c.i
Priority: 02
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru: 05/14/17
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/05/16	22	\$18,470.00	\$15,699.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	22	\$18,470.00	\$15,699.50	0.00
Totals	22	\$18,470.00	\$15,699.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Larry Price	NNY	National	Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTLA-TV	12%	\$18,470.00
Market	100%	\$153,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KABC	20%	\$30,783.33
KAZA	0%	\$0.00
KBEH	0%	\$0.00
KCAL	5%	\$7,695.83
KCBS	20%	\$30,783.33
KCET	0%	\$0.00
KCOP	3%	\$4,617.50
KDOC	0%	\$0.00
KFTR	0%	\$0.00
KILM	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	20%	\$30,783.33
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KSCI	0%	\$0.00
KSFV	0%	\$0.00

KTBN	0%	\$0.00
KTTV	20%	\$30,783.33
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KVME	0%	\$0.00
KWHY	0%	\$0.00
KXLA	0%	\$0.00
UNKWN	0%	\$0.00

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 Product Desc: LORETTA SANCHEZ
 Estimate: KTLA-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	5	05/31/16	06/03/16	M-F 6a-7a KTLA 5 Morning News	CM	6:00 AM-7:00 AM - TWTF- -		:30	2	\$1,400.00	02	0.00	NM	2	\$2,800.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	2		\$1,400.00		0.00						
E 2	5	05/31/16	06/03/16	M-F 7a-8a KTLA Morning News	CM	7:00 AM-8:00 AM - TWTF- -		:30	2	\$1,400.00	02	0.00	NM	2	\$2,800.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	2		\$1,400.00		0.00						
E 3	5	05/31/16	06/03/16	M-F 8a-9a KTLA Morning News	CM	8:00 AM-9:00 AM - TWTF- -		:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	1		\$1,400.00		0.00						
E 4	5	05/31/16	06/03/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-1:30 PM - TWTF- - (1:00 PM-1:30 PM)		:30	1	\$450.00	02	0.00	NM	1	\$450.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	1		\$450.00		0.00						
E 5	5	05/31/16	06/03/16	M-F 1p-2p M-F 1p-2p	CM	1:30 PM-2:00 PM - TWTF- - (1:30 PM-2:00 PM)		:30	1	\$450.00	02	0.00	NM	1	\$450.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	1		\$450.00		0.00						
E 6	5	05/31/16	06/03/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM - TWTF- -		:30	1	\$550.00	02	0.00	NM	1	\$550.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	1		\$550.00		0.00						
E 7	5	05/31/16	06/03/16	M-F 10p-11p KTLA Late News	CM	10:00 PM-10:30 PM - TWTF- - (10:00 PM-10:30 PM)		:30	2	\$1,200.00	02	0.00	NM	2	\$2,400.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	2		\$1,200.00		0.00						
E 8	5	05/31/16	06/03/16	M-F 10p-11p KTLA Late News	CM	10:30 PM-11:00 PM - TWTF- - (10:30 PM-11:00 PM)		:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	1		\$1,200.00		0.00						
E 9	5	05/31/16	06/03/16	M-F 11p-1130p KTLA Late News	CM	11:00 PM-11:30 PM - TWTF- -		:30	2	\$875.00	02	0.00	NM	2	\$1,750.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- TWTF- -	2		\$875.00		0.00						
E 10	5	06/04/16	06/04/16	Sa 7a-9a KTLA Saturday AM News	CM	7:00 AM-8:00 AM - - - - - 1- (7:00 AM-8:00 AM)		:30	1	\$470.00	02	0.00	NM	1	\$470.00
LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/30/16	06/05/16	- - - - - 1-	1		\$470.00		0.00						
E 11	5	06/04/16	06/04/16		CM	8:00 AM-9:00 AM - - - - - 1-		:30	1	\$470.00	02	0.00	NM	1	\$470.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 7a-9a KTLA Saturday AM News (8:00 AM-9:00 AM) LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1- 1 \$470.00 0.00															
E 12	5	06/04/16	06/04/16	Sa 6p-7p Sa 6p-7p	CM	6:00 PM-7:00 PM	----- 1-	:30	1	\$350.00	02	0.00	NM	1	\$350.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1- 1 \$350.00 0.00															
E 13	5	06/04/16	06/04/16	Sa-Su 11p-1130p KTLA Late News	CM	11:00 PM-11:30 PM	----- 1-	:30	1	\$635.00	02	0.00	NM	1	\$635.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1- 1 \$635.00 0.00															
E 14	5	06/05/16	06/05/16	Su 7a-9a KTLA Sunday AM News (8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	----- 1	:30	1	\$540.00	02	0.00	NM	1	\$540.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1 1 \$540.00 0.00															
E 15	5	06/05/16	06/05/16	Su 6p-7p Su 6p-7p	CM	6:00 PM-7:00 PM	----- 1	:30	1	\$350.00	02	0.00	NM	1	\$350.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1 1 \$350.00 0.00															
E 16	5	06/05/16	06/05/16	Su 9p-10p Su 9p-10p	CM	9:00 PM-10:00 PM	----- 1	:30	1	\$325.00	02	0.00	NM	1	\$325.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1 1 \$325.00 0.00															
E 17	5	06/05/16	06/05/16	Sa-Su 10p-11p KTLA Late News (10:00 PM-10:30 PM)	CM	10:00 PM-10:30 PM	----- 1	:30	1	\$800.00	02	0.00	NM	1	\$800.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1 1 \$800.00 0.00															
E 18	5	06/05/16	06/05/16	Sa-Su 11p-1130p KTLA Late News	CM	11:00 PM-11:30 PM	----- 1	:30	1	\$730.00	02	0.00	NM	1	\$730.00
LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/30/16 06/05/16 ----- 1 1 \$730.00 0.00															
													Totals	22	\$18,470.00