

ORDER



Orders
Order / Rev: 289115
Alt Order #: 08415726
Product Desc: ESPINOZA 4 SEC OF ST
Estimate: 1183
Flight Dates: 10/19/16 - 10/25/16
Original Date / Rev: 10/14/16 / 10/14/16
Order Type: GENERAL

KOB

Primary AE: Mick Nesci
Sales Office: H-DC
Sales Region: National

Agency
Name: SRCP Media, Inc.
Buying Contact:
Billing Contact:
 201 N. Union Street, Ste. 200
 Alexandria, VA 22314

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

Advertiser
Name: Espinoza 4 Secretary of State
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/17/17
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/25/16	41	\$12,665.00	\$10,765.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$12,665.00	\$10,765.25	0.00
Totals	41	\$12,665.00	\$10,765.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	23%	\$12,665.00
Market	100%	\$55,065.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	3%	\$1,651.96
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	41%	\$22,576.74
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	33%	\$18,171.52
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Print Date: 10/14/16 16:28:58 Page 2 of 3

Order / Rev: 289115

Alt Order #: 08415726

Flight Dates: 10/19/16 - 10/25/16

Advertiser: Espinoza 4 Secretary of State

Product Desc: ESPINOZA 4 SEC OF ST

Estimate: 1183

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/19/16	10/25/16	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	3	\$375.005		0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			3		\$375.00	0.00					
E 2	All	10/24/16	10/25/16	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MT-----	:30	2	\$425.004		0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	MT-----			2		\$425.00	0.00					
E 3	All	10/19/16	10/25/16	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	MTWTF--	:30	5	\$90.005		0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			5		\$90.00	0.00					
E 4	All	10/19/16	10/25/16	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	\$190.004		0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			5		\$190.00	0.00					
E 5	All	10/19/16	10/25/16	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	3	\$230.005		0.00	NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			3		\$230.00	0.00					
E 6	All	10/24/16	10/25/16	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MT-----	:30	2	\$270.004		0.00	NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	MT-----			2		\$270.00	0.00					
E 7	All	10/19/16	10/25/16	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	\$450.004		0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			5		\$450.00	0.00					
E 8	All	10/19/16	10/25/16	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	3	\$250.005		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			3		\$250.00	0.00					
E 9	All	10/24/16	10/25/16	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$300.004		0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	MT-----			2		\$300.00	0.00					
E 10	All	10/19/16	10/25/16	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	3	\$250.005		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			3		\$250.00	0.00					
E 11	All	10/24/16	10/25/16	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	2	\$300.004		0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	MT-----			2		\$300.00	0.00					
E 12	All	10/24/16	10/25/16	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	2	\$120.004		0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	MT-----			2		\$120.00	0.00					
E 13	All	10/19/16	10/25/16	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MTWTF--	:30	3	\$90.005		0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/16	10/25/16	MTWTF--			3		\$90.00	0.00					

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	All	10/24/16	10/24/16	Monday Prime 2hr 7p-9pCM Monday Prime 2hr 7p-9p	M	7p-9p	1-----	:30	1	\$2,600.00	4	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	1-----		1				\$2,600.00		0.00			
													Totals	0	\$0.00