

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<b>211590</b>	
	Alt Order #:	WOC10958764	
	Product Desc:	BECERRA FOR ATTORNEY GENERAL	
	Estimate:	2095 5/7-5/13/2018	<b>KGO-TV</b>
	Flight Dates:	05/07/18 - 05/20/18	Primary AE: Christopher Larcade
	Original Date / Rev:	05/04/18 / 05/15/18	Sales Office: N-PH
	Order Type:	GEN	Sales Region: National

  

<b>Agency</b>	<b>Name:</b>	<b>Sadler Strategic Media</b>	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		12103 Viewcrest Rd.	Billing Cycle: EOM/EOC
		Studio City, CA 91604	Agency Commission: 15%

  

<b>Advertiser</b>	<b>Name:</b>	<b>Becerra for Attorney General 2018</b>	New Business Thru:
	Demographic:	A35+	Order Separation: 00:20:00
	Product Codes:	Local/State Candidate	Advertiser External ID:
	Priority:	P-03	Agency External ID:
	Revenue Code 1:	AGY	Unit Code: General
	Revenue Code 2:	POL	
	Revenue Code 3:	POL-CAND	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/30/18	05/20/18	76	\$122,500.00	\$104,125.00	May 2018	76	\$122,500.00	\$104,125.00	224.30
					Totals	76	\$122,500.00	\$104,125.00	224.30

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$122,500.00
Market	100%	\$408,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$40,833.33
KNTV	20%	\$81,666.67
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$40,833.33
KTVU	30%	\$122,500.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/07/18	05/11/18	5a-6a News M-F	CM	Cc 5a-6a	1111---	:30	4	\$100.00	P-03	0.80	NM	4	\$400.00
ABC7 5a News (Program: ABC7 MORNING NEWS AT 5A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	1111---			4			\$100.00		0.80			





Order / Rev: 211590  
 Alt Order #: WOC10958764  
 Flight Dates: 05/07/18 - 05/20/18

Advertiser: Becerra for Attorney General 2018  
 Product Desc: BECERRA FOR ATTORNEY GENERAL  
 Estimate: 2095 5/7-5/13/2018  
**KGO-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	111- 1- 1			5		\$800.00			2.20			
N24	KGO	05/07/18	05/11/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	1- 1- 1- -	:30	3	\$400.00	P-03	1.50	NM	3	\$1,200.00
(Program: Jimmy Kimmel Live)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	1- 1- 1- -			3		\$400.00			1.50			
N25	KGO	05/07/18	05/13/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	- - - - - 1	:30	1	\$1,000.00	P-03	2.90	NM	1	\$1,000.00
(Program: THIS WEEK)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 1			1		\$1,000.00			2.90			
N26	KGO	05/07/18	05/13/18	American Idol 5p WC American Idol 5p WC	CM	Cc 458p-7p	- - - - - 2	:30	2	\$6,000.00	P-03	7.10	NM	2	\$8,000.00
> Original Rate: \$6000; Rebate due LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 2			2		\$6,000.00			7.10			
<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>		
1	KGO	05/07/18-05/13/18		American Idol 5p WC		458p-7p	- - - - - Su	:30		\$4,000.00		7.10	NM		
2	KGO	05/07/18-05/13/18		American Idol 5p WC		458p-7p	- - - - - Su	:30		\$4,000.00		7.10	NM		
N27	KGO	05/07/18	05/13/18	Sun Prime Other A Sun Prime Various	CM	Cc 8:00 PM-10:00 PM (8:00 PM-10:00 PM)	- - - - - 2	:30	2	\$4,000.00	P-03	3.20	NM	2	\$8,000.00
(Program: American Idol Taped)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 2			2		\$4,000.00			3.20			
N28	KGO	05/07/18	05/13/18	Sun Prime Hour D Sun Prime Hour 4	CM	Cc 10p-11p	- - - - - 1	:30	1	\$1,500.00	P-03	4.20	NM	1	\$1,500.00
(Program: Deception)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 1			1		\$1,500.00			4.20			
N29	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin	CM	Cc 12:30 PM-2:30 PM (12:30 PM-2:30 PM)	- - - - - 1	:30	1	\$15,000.00	P-03	13.30	NM	1	\$15,000.00
(Program: NBA Playoffs Warriors - Day)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 1			1		\$15,000.00			13.30			
N30	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin	CM	Cc 12:30 PM-2:30 PM (12:30 PM-2:30 PM)	- - - - - 2	:30	2	\$7,600.00	P-02	4.50	NM	2	\$15,200.00
(Program: NBA Playoffs - Day 5/13/18)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 2			2		\$7,600.00			4.50			
N31	KGO	05/07/18	05/13/18	NBA/After the Game NBA/After The Game	CM	Cc 3p-330p	- - - - - 1	:30	1	\$2,500.00	P-03	4.70	NM	2	\$2,500.00
(Program: After the Game-Warriors Playoffs)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- - - - - 1			1		\$2,500.00			4.70			
<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	KGO	05/07/18-05/13/18		NBA/After the Game		3p-330p	- - - - - Su	:30		<del>(\$2,500.00)</del>		4.70	NM		
See MG 31.2,31.3															
[Prgm Change - ATG not airing this weekend 5/12-5/13]															
2	KGO	05/11/18-05/11/18		Fri Prime Hour B		9p-10P	- - - - - F	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 31.1 05/13															
[Per M02]															
3	KGO	05/11/18-05/11/18		6p-7p News M-F		6p-7p	- - - - - F	:30		\$500.00		0.00	NM		
Ⓜ MG for 31.1 05/13															
[Per M02]															
N32	KGO	05/16/18	05/16/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	- - 1 - - -	:30	1	\$3,800.00	P-02	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	- - 1 - - -			1		\$3,800.00			0.00			
N33	KGO	05/20/18	05/20/18	Sun Prime Hour A	CM	Cc 7p-8p	- - - - - 1	:30	1	\$2,375.00	P-02	0.00	NM	1	\$2,375.00

Order / Rev: 211590  
 Alt Order #: WOC10958764  
 Flight Dates: 05/07/18 - 05/20/18

Advertiser: Becerra for Attorney General 2018  
 Product Desc: BECERRA FOR ATTORNEY GENERAL  
 Estimate: 2095 5/7-5/13/2018

KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun Prime Hour 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1	1					\$2,375.00		0.00			
N34	KGO	05/17/18	05/18/18	Live 9a-10a M-F	CM	Cc 9a-10a	---1---	:30	1	\$475.00	P-02	0.00	NM	1	\$475.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	---1---	1					\$475.00		0.00			
N35	KGO	05/19/18	05/20/18	6a-10a News SaSu	CM	Cc 5:58 AM-9:00 AM	-----1-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				ABC7 6a-10a News/GMA	(5:58 AM-9:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1-	1					\$150.00		0.00			
													Totals	76	\$122,500.00