

# ORDER



**KABC-TV**

**Orders**  
**Order / Rev:** 45253 - 1  
**Alt Order #:** WOC10118372  
**Product Desc:** BOB SHRIVER FOR SUPERVISOR 201  
**Estimate:**  
**Flight Dates:** 05/19/14 - 05/25/14  
**Original Date / Rev:** 05/15/14 / 05/16/14  
**Order Type:** GEN

**Primary AE:** Political National PHI  
**Sales Office:** N-PH  
**Sales Region:** National

**Agency Name:** Carrick Media  
**Buying Contact:**  
**Billing Contact:**  
 2866 Belden Drive  
 Los Angeles, CA 90068

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

**Advertiser Name:** Bobby Shriver for Supervisor 2014  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Priority:** P-02  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/28/14	05/25/14	49	\$43,500.00	\$36,975.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2014	49	\$43,500.00	\$36,975.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$43,500.00</b>	<b>\$36,975.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%
Political National PHI			Start Of Order - End Of Order	0%

**Order Share**

	Share	Total
KABC-TV	35%	\$43,500.00
Market	100%	\$124,285.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KCAL	0%	\$0.00
KCBS	25%	\$31,071.43
KCET	0%	\$0.00
KCOP	0%	\$0.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	20%	\$24,857.14
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00
KTBN	0%	\$0.00

KTLA	10%	\$12,428.57
KTTV	10%	\$12,428.57
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Bobby Shriver for Supervisor 2014  
 Product Desc: BOB SHRIVER FOR SUPERVISOR 201 KABC-TV  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	05/19/14	05/23/14	M-F 5a-6a Eyewitness News 5a	CM	Cc 5a-6a	MTWTF--	:30	3	\$480.00	P-02	0.00	NM	3	\$1,440.00
(Program: AM NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					3	\$480.00		0.00			
2	KABC	05/19/14	05/23/14	M-F 6a-7a Eyewitness News 6a	CM	Cc 6a-7a	MTWTF--	:30	4	\$800.00	P-02	0.00	NM	4	\$3,200.00
(Program: AM NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					4	\$800.00		0.00			
3	KABC	05/19/14	05/23/14	M-F 7a-9a M-F 7-9a	CM	Cc 7a-9a	MTWTF--	:30	6	\$760.00	P-02	0.00	NM	6	\$4,560.00
(Program: GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					6	\$760.00		0.00			
4	KABC	05/19/14	05/23/14	M-F 11a-12p Eyewitness News 11a	CM	Cc 11a-12p	MTWTF--	:30	5	\$480.00	P-02	0.00	NM	5	\$2,400.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					5	\$480.00		0.00			
5	KABC	05/19/14	05/23/14	M-F 4p-5p Eyewitness News 4p-5p	CM	Cc 4p-5p	MTWTF--	:30	3	\$720.00	P-02	0.00	NM	3	\$2,160.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					3	\$720.00		0.00			
6	KABC	05/19/14	05/23/14	M-F 5p-6p Eyewitness News 5p-6p	CM	Cc 5p-6p	MTWTF--	:30	5	\$1,120.00	P-02	0.00	NM	5	\$5,600.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					5	\$1,120.00		0.00			
7	KABC	05/19/14	05/23/14	M-F 6p-630p Eyewitness News 6p-630p	CM	Cc 6p-630p	MTWTF--	:30	5	\$1,120.00	P-02	0.00	NM	5	\$5,600.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					5	\$1,120.00		0.00			
8	KABC	05/19/14	05/23/14	M-F 7p-730p Jeopardy 7p-730p	CM	Cc 7p-730p	MTWTF--	:30	3	\$2,080.00	P-02	0.00	NM	3	\$6,240.00
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					3	\$2,080.00		0.00			
9	KABC	05/19/14	05/23/14	M-F 730p-8p Wheel 730p-8p	CM	Cc 730p-8p	MTWTF--	:30	1	\$2,080.00	P-02	0.00	NM	1	\$2,080.00
(Program: WHEEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					1	\$2,080.00		0.00			
10	KABC	05/19/14	05/23/14	M-Su 11p News M-F 11p-1135p	CM	Cc 11p-1135p	MTWTF--	:30	3	\$1,600.00	P-02	0.00	NM	3	\$4,800.00
(Program: LT NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					3	\$1,600.00		0.00			
11	KABC	05/19/14	05/23/14	M-F 1237a-107a M-F 1237a-107a	CM	Cc 1237a-107a	MTWTF--	:30	3	\$300.00	P-02	0.00	NM	3	\$900.00
(Program: NLINE)															

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 Estimate: KABC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KABC	05/19/14	05/23/14	M-F 1237a-107a M-F 1237a-107a	CM	Cc 1237a-107a	MTWTF--	:30	3	\$300.00	P-02	0.00	NM	3	\$900.00
(Program: NLINE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MTWTF--					3	\$300.00		0.00			
12	KABC	05/19/14	05/24/14	Sa 6a-7a Sa 6a-7a	CM	Cc 6a-7a	-----S-	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
(Program: SAT NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S-					1	\$400.00		0.00			
13	KABC	05/19/14	05/24/14	Sa 7a-8a Sa 7a-8a	CM	Cc 7a-8a	-----S-	:30	1	\$560.00	P-02	0.00	NM	1	\$560.00
(Program: SAT GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S-					1	\$560.00		0.00			
14	KABC	05/19/14	05/24/14	Sa 8a-930a Sat 8-930a	CM	Cc 8a-9a	-----S-	:30	1	\$720.00	P-02	0.00	NM	1	\$720.00
(Program: SAT NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S-					1	\$720.00		0.00			
15	KABC	05/19/14	05/24/14	Sa 4p-630p Sat 4p-630p	CM	Cc 4p-630p	-----S-	:30	1	\$480.00	P-02	0.00	NM	1	\$480.00
(Program: SAT NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S-					1	\$480.00		0.00			
16	KABC	05/19/14	05/24/14	Sa 7p-8p WK Jeopardy/Wheel 7p-8p	CM	Cc 7p-8p	-----S-	:30	1	\$600.00	P-02	0.00	NM	1	\$600.00
(Program: WKD JEP/WHL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S-					1	\$600.00		0.00			
17	KABC	05/19/14	05/25/14	Su 6a-7a Su 6a-7a	CM	Cc 6a-7a	-----S	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
(Program: SUN GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S					1	\$400.00		0.00			
18	KABC	05/19/14	05/25/14	Su 4p-630p Sun 4p-630p	CM	Cc 4p-630p	-----S	:30	1	\$480.00	P-02	0.00	NM	1	\$480.00
(Program: SUN NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S					1	\$480.00		0.00			
19	KABC	05/19/14	05/25/14	SaSu 1135p News Sun 1135p-12a	CM	Cc 1135p-12a	-----S	:30	1	\$880.00	P-02	0.00	NM	1	\$880.00
(Program: SUN NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	-----S					1	\$880.00		0.00			
													Totals	49	\$43,500.00