

# ORDER

*Handwritten:* 8/25/14



**UNIVISION  
COLORADO**  
KCEC-TV

**Orders**  
**Order / Rev:** 65608  
**Alt Order #:**  
**Product Desc:** Udall For Colorado-DSCC  
**Estimate:**  
**Flight Dates:** 09/01/14 - 09/07/14  
**Original Date / Rev:** 08/25/14 / 08/25/14  
**Order Type:** GENERAL

**Primary AE:** Denver House  
**Sales Office:** L-DEN  
**Sales Region:** Local

**Agency**  
**Name:** Blue West Media  
**Buying Contact:**  
**Billing Contact:**  
 5130 E. 18th Ave.  
 Denver, CO 80220

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

**Advertiser**  
**Name:** Udall, Mark  
**Demographic:** HH  
**Product Codes:** Candidates  
**Priority:** P-01  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/07/14	57	\$24,590.00	\$20,901.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	57	\$24,590.00	\$20,901.50	0.00
<b>Totals</b>	<b>57</b>	<b>\$24,590.00</b>	<b>\$20,901.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denver House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KCEC	09/01/14	09/07/14	M-F 6a-10a Despierta C@M Despierta Colorado	CM	6a-10a	23333--	:30	14	\$150.00	P-01	0.00	NM	14	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	23333--		14				\$150.00		0.00			
N 2	KCEC	09/01/14	09/07/14	Daytime M-F Hour 2 Daytime M-F 10a-11a	CM	10a-11a	--1----	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	--1----		1				\$150.00		0.00			
N 3	KCEC	09/01/14	09/07/14	Daytime M-F Hour 3 Daytime M-F 11a-12p	CM	11a-12p	-1--1--	:30	2	\$150.00	P-01	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-1--1--		2				\$150.00		0.00			
N 4	KCEC	09/01/14	09/07/14	Early Fringe M-F Hour 1 Early Fringe M-F 3p-4p	CM	3p-4p	-1-11--	:30	3	\$250.00	P-01	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: 09/01/14	09/07/14	-1-11--		3				\$250.00		0.00			
N 5	KCEC	09/01/14	09/07/14	Early Fringe M-F Hour 2 Early Fringe M-F 4p-5p	CM	4p-5p	-11-1--	:30	3	\$250.00	P-01	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: 09/01/14	09/07/14	-11-1--		3				\$250.00		0.00			
N 6	KCEC	09/01/14	09/07/14	Early News M-F 1.1 Local Early News M-F	CM	5p-530p	-1111--	:30	4	\$800.00	P-01	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-1111--		4				\$800.00		0.00			

Order / Rev: 65608  
 Alt Order #:  
 Flight Dates: 09/01/14 - 09/07/14

Advertiser: Udall, Mark  
 Product Desc: Udall For Colorado-DSCC  
 Estimate:  
 KCEC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KCEC	09/01/14	09/07/14	Early News M-F 1.2 Network Early News M-F	CM	530p-6p	11111--	:30	5	\$650.00	P-01	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	11111--		5				\$650.00		0.00			
N 9	KCEC	09/01/14	09/07/14	Early Fringe Su Hour 3.2CM Su 530p-6p	CM	530p-6p	-----1	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1		1				\$250.00		0.00			
N 10	KCEC	09/01/14	09/07/14	Late Fringe M-F Hour 1 CM Late Fringe M-F 11p-12a	CM	11p-12a	1-1-1--	:30	3	\$50.00	P-01	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	1-1-1--		3				\$50.00		0.00			
N 11	KCEC	09/01/14	09/07/14	Late News M-F 1.1 Local Late News	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	11111--	:30	5	\$750.00	P-01	0.00	NM	5	\$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: 09/01/14	09/07/14	11111--		5				\$750.00		0.00			
N 12	KCEC	09/01/14	09/07/14	Late News M-F 1.2 Network Late News M-F	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	11111--	:30	5	\$800.00	P-01	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	11111--		5				\$800.00		0.00			
N 13	KCEC	09/01/14	09/07/14	Late Fringe Sa Hour 1.1 CM Sa 10p-1030p	CM	10p-1030p	-----1-	:30	1	\$425.00	P-01	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1-		1				\$425.00		0.00			
N 15	KCEC	09/01/14	09/07/14	Late Fringe Su Hour 1.2 CM Su 1030p-11p	CM	1030p-11p	-----1	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1		1				\$350.00		0.00			
N 16	KCEC	09/01/14	09/07/14	M-F Prime A M-F Prime 6p-7p	CM	6p-7p	-1-1---	:30	2	\$700.00	P-01	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-1-1---		2				\$700.00		0.00			
N 18	KCEC	09/01/14	09/07/14	M-F Prime B M-F Prime 7p-8p	CM	7p-8p	1-----	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	1-----		1				\$600.00		0.00			
N 19	KCEC	09/01/14	09/07/14	M-F Prime C M-F Prime 8p-9p	CM	8p-9p	---1---	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	---1---		1				\$1,000.00		0.00			
N 20	KCEC	09/01/14	09/07/14	M-F Prime D M-F Prime 9p-10p	CM	9p-10p	--1----	:30	1	\$625.00	P-01	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	--1----		1				\$625.00		0.00			
N 21	KCEC	09/01/14	09/07/14	Sa Prime Rotator Sa Prime 7p-9p	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	-----1-	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1-		1				\$500.00		0.00			
N 22	KCEC	09/01/14	09/07/14	Su Prime Rotator Su Prime 7p-9p	CM	6p-10p	-----1	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1		1				\$500.00		0.00			
N 23	KCEC	09/01/14	09/07/14	Daytime M-F Hour 5 Daytime M-F 1p-2p	CM	1p-2p	---1---	:30	1	\$190.00	P-01	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	---1---		1				\$190.00		0.00			
N 24	KCEC	09/01/14	09/07/14	Late Fringe Sa Hour 1.2 CM Sa 1030p-11p	CM	1030p-11p	-----1-	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1-		1				\$350.00		0.00			

Order / Rev: 65608  
 Alt Order #:  
 Flight Dates: 09/01/14 - 09/07/14

Advertiser: Udall, Mark  
 Product Desc: Udall For Colorado-DSCC  
 Estimate:

KCEC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N24	KCEC	09/01/14	09/07/14	Late Fringe Sa Hour 1.2CM Sa 1030p-11p		1030p-11p	-----1-	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>					<u>Rating</u>
		Week: 09/01/14	09/07/14	-----1-					1	\$350.00					0.00
													Totals	57	\$24,590.00



## Station Order Revised Udall for Colorado-DSCC

**Market:** Denver-Boulder  
**Flight Dates:** Monday, September 01, 2014 to Sunday, September 07, 2014

Estimate ID
193

**Contact:** Don Daboub  
**Email:** ddaboub@entravision.com

**Phone:** 303-832-0050  
**Fax:** 303-832-3410  
**Direct:** 303-318-6224

### KCEC-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 01	Sep 02	Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	
Despierta America 6:00 AM 10:00 AM Sold out P3	EM	M-F 30	\$150.00 <b>\$2,100.00</b>	2	3	3	3	3			14
La Rosa Guadalupe 10:00 AM 11:00 AM	EM	M-F 30	\$150.00 <b>\$150.00</b>			1					1
Amores 11:00 AM 12:00 PM	DT	M-F 30	\$150.00 <b>\$300.00</b>		1			1			2
Hoy 1:00 PM 2:00 PM	DT	M-F 30	\$190.00 <b>\$190.00</b>				1				1
El Gordo y la Flaca 3:00 PM 4:00 PM	EF	M-F 30	\$250.00 <b>\$750.00</b>		1		1	1			3
Primer Impacto 4:00 PM 5:00 PM	EF	M-F 30	\$250.00 <b>\$750.00</b>			1	1	1			3
KCEC 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$800.00 <b>\$3,200.00</b>		1	1	1	1			4
Univision News 5:30 PM 6:00 PM	EN	M-F 30	\$650.00 <b>\$3,250.00</b>	1	1	1	1	1			5
Sun 5:30p News 5:30 PM 6:00 PM	EN	Su 30	\$250.00 <b>\$250.00</b>							1	1
La Que No Podia Am 11:00 PM 12:00 AM	LF	M-F 30	\$50.00 <b>\$150.00</b>	1		1		1			3
KCEC 10p News 10:00 PM 10:30 PM	LN	M-F 30	\$750.00 <b>\$3,750.00</b>	1	1	1	1	1			5

Mary Wittemyer  
**BlueWest Media**  
 5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 8/25/2014 3:27:13 PM

KCEC-TV

Page 1 of 2

mary@bluestmedia.com



## Station Order Revised Udall for Colorado-DSCC

**Market:** Denver-Boulder  
**Flight Dates:** Monday, September 01, 2014 to Sunday, September 07, 2014

Estimate ID
193

**Contact:** Don Daboub  
**Email:** ddaboub@entravision.com

**Phone:** 303-832-0050  
**Fax:** 303-832-3410  
**Direct:** 303-318-6224

### KCEC-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 01	Sep 02	Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	
Univision News 10:30 PM 11:00 PM	LN	M-F 30	\$800.00 <b>\$4,000.00</b>	1	1	1	1	1			5
Primero y Diez 10:00 PM 10:30 PM	LN	Sa 30	\$425.00 <b>\$425.00</b>						1		1
Sat Univision News 10:30 PM 11:00 PM	LN	Sa 30	\$350.00 <b>\$350.00</b>						1		1
Sun Univision News 10:30 PM 11:00 PM	LN	Su 30	\$350.00 <b>\$350.00</b>							1	1
Novela 6:00 PM 7:00 PM	PA	M-F 30	\$700.00 <b>\$1,400.00</b>		1		1				2
Novela 7:00 PM 8:00 PM	PT	M-F 30	\$600.00 <b>\$600.00</b>	1							1
Novela 8:00 PM 9:00 PM	PT	M-F 30	\$1,000.00 <b>\$1,000.00</b>				1				1
Novela 9:00 PM 10:00 PM	PT	M-F 30	\$625.00 <b>\$625.00</b>			1					1
Sabado Gigante 7:00 PM 9:00 PM	PT	Sa 30	\$500.00 <b>\$500.00</b>						1		1
Gigante 7:00 PM 9:00 PM	PT	Su 30	\$500.00 <b>\$500.00</b>							1	1
<b>Station Gross Totals</b>			<b>\$24,590.00</b>	<b>7</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>3</b>	<b>3</b>	<b>57</b>

Mary Wittemyer  
**BlueWest Media**  
 5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 8/25/2014 3:27:13 PM

KCEC-TV  
Page 2 of 2

mary@bluwestmedia.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**                       **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KCEC-TV      Denver-Boulder	<b>Date:</b> 8/25/2014
---	---------------------------

I, BlueWest Media

being/on behalf of: Mark Udall/DSCC, a legally

qualified candidate of the Democratic political

party for the office of: \_\_\_\_\_

in the \_\_\_\_\_

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 01, 2014			Sunday, September 07, 2014		

**Total Charges: \$24,590.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

\_\_\_\_\_

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:  
Deanna Nesburg

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, August 25, 2014

\_\_\_\_\_ Date

*Mary W...*

\_\_\_\_\_ Signature

720-370-7700

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

*[Signature]*  
\_\_\_\_\_ Signature

Richard Reid  
\_\_\_\_\_ Printed Name

*[Signature]*  
\_\_\_\_\_ Title