

# ORDER

**KTLA-TV**

**Orders**

**Order / Rev:** 20974

Alt Order #: 07470453

Product Desc: PADILLA FOR SEC ST

Estimate: 359

Flight Dates: 10/28/14 - 11/04/14

Original Date / Rev: 10/28/14 / 10/28/14

Order Type: GENERAL

Primary AE: Nick Welte

Sales Office: NPHL

Sales Region: National

**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:** Padilla for Secretary of State

Demographic: A35+

Product Codes: PL2.i.i

Priority: 02

Revenue Codes: Agency, Political, Political-Non-PAC

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 |
|------------|----------|---------|--------------|------------|
| 10/27/14   | 11/02/14 | 4       | \$2,875.00   | \$2,443.75 |

**Totals**

| Month         | # Spots  | Gross Amount      | Net Amount        | Rating      |
|---------------|----------|-------------------|-------------------|-------------|
| November 2014 | 4        | \$2,875.00        | \$2,443.75        | 0.00        |
| <b>Totals</b> | <b>4</b> | <b>\$2,875.00</b> | <b>\$2,443.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Nick Welte        |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|         | Share | Total       |
|---------|-------|-------------|
| KTLA-TV | 11%   | \$2,875.00  |
| Market  | 100%  | \$26,136.36 |

**Competitive Share**

|       | Share | Total      |
|-------|-------|------------|
| CABLE | 0%    | \$0.00     |
| KABC  | 30%   | \$7,840.91 |
| KAZA  | 0%    | \$0.00     |
| KBEH  | 0%    | \$0.00     |
| KCAL  | 7%    | \$1,829.55 |
| KCBS  | 20%   | \$5,227.27 |
| KCET  | 0%    | \$0.00     |
| KCOP  | 0%    | \$0.00     |
| 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  | 25%   | \$6,534.09 |
| 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  | 7% | \$1,829.55 |
| 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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Advertiser: Padilla for Secretary of State  
 Product Desc: PADILLA FOR SEC ST  
 Estimate: 359

**KTLA-TV**

| Ln    | Ch | Start             | End             | Inventory Code                  | Break | Start/End Time                       | Days     | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|-------|----|-------------------|-----------------|---------------------------------|-------|--------------------------------------|----------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| E 1   | 5  | 11/02/14          | 11/02/14        | Su 7a-9a<br>KTLA Sunday AM News | CM    | 7:00 AM-8:00 AM<br>(7:00 AM-8:00 AM) | ----- 1  | :30 | 1                 | \$850.00    | 02  | 0.00          | NM     | 1     | \$850.00   |
| CDR   |    |                   |                 |                                 |       |                                      |          |     |                   |             |     |               |        |       |            |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |       |                                      |          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |    | 10/27/14          | 11/02/14        | ----- 1                         |       |                                      |          |     | 1                 | \$850.00    |     | 0.00          |        |       |            |
| E 2   | 5  | 11/01/14          | 11/01/14        | Sa 6p-7p<br>Sa 6p-7p            | CM    | 6:00 PM-7:00 PM                      | ----- 2- | :30 | 2                 | \$675.00    | 02  | 0.00          | NM     | 2     | \$1,350.00 |
| CDR   |    |                   |                 |                                 |       |                                      |          |     |                   |             |     |               |        |       |            |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |       |                                      |          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |    | 10/27/14          | 11/02/14        | ----- 2-                        |       |                                      |          |     | 2                 | \$675.00    |     | 0.00          |        |       |            |
| E 3   | 5  | 11/02/14          | 11/02/14        | Su 6p-7p<br>Su 6p-7p            | CM    | 6:00 PM-7:00 PM                      | ----- 1  | :30 | 1                 | \$675.00    | 02  | 0.00          | NM     | 1     | \$675.00   |
| CDR   |    |                   |                 |                                 |       |                                      |          |     |                   |             |     |               |        |       |            |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |       |                                      |          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |    | 10/27/14          | 11/02/14        | ----- 1                         |       |                                      |          |     | 1                 | \$675.00    |     | 0.00          |        |       |            |
|       |    |                   |                 |                                 |       |                                      |          |     |                   |             |     |               | Totals | 4     | \$2,875.00 |