

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
Totals	4	\$2,875.00	\$2,443.75	0.00

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
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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 KTLA Sunday AM News	CM	7:00 AM-8:00 AM (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 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 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