

ORDER



KABC-TV

Orders
Order / Rev: 152514
Alt Order #: WOC10494767
Product Desc: CAFORIO / DCCC (CF) 361216
Estimate: 2942
Flight Dates: 10/31/16 - 11/05/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GEN

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

Agency Name: Screen Strategies Media
Buying Contact: Rachel Jones
Billing Contact:
 11150 Fairfax Blvd, Ste 505
 Fairfax, VA 20120

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

Advertiser Name: CAFORIO / DCCC
Demographic: A35+
Product Codes: Federal Candidate
Priority: P-02
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/05/16	34	\$59,200.00	\$50,320.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	34	\$59,200.00	\$50,320.00	0.00
Totals	34	\$59,200.00	\$50,320.00	0.00

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%	\$59,200.00
Market	100%	\$169,142.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KCAL	0%	\$0.00
KCBS	25%	\$42,285.71
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	25%	\$42,285.71
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	5%	\$8,457.14
KTTV	10%	\$16,914.29
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	10/31/16	11/04/16	M-F 5a-6a Eyewitness News 5a	CM	Cc 5a-6a	- 1111 - -	:30	4	\$720.00	P-02	0.00	NM	4	\$2,880.00
(Program: 5A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1111 - -					4	\$720.00		0.00			
2	KABC	10/31/16	11/04/16	M-F 6a-7a Eyewitness News 6a	CM	Cc 6a-7a	- 1111 - -	:30	4	\$1,120.00	P-02	0.00	NM	4	\$4,480.00
(Program: 6A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1111 - -					4	\$1,120.00		0.00			
3	KABC	10/31/16	11/04/16	GMA M-F 7a-9a Tu-Fri 7-9a	CM	Cc 7a-9a	- 1111 - -	:30	4	\$1,440.00	P-02	0.00	NM	4	\$5,760.00
(Program: GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1111 - -					4	\$1,440.00		0.00			
4	KABC	10/31/16	11/02/16	M-F 9a-10a Wed 9-10a	CM	Cc 9a-10a	- - 1 - - - -	:30	1	\$1,120.00	P-02	0.00	NM	1	\$1,120.00
(Program: KELLY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- - 1 - - - -					1	\$1,120.00		0.00			
5	KABC	10/31/16	11/04/16	M-F 11a-12p Tu/Fri 11-12p	CM	Cc 11a-12p	- 1 - - 1 - -	:30	2	\$560.00	P-02	0.00	NM	2	\$1,120.00
(Program: 11A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1 - - 1 - -					2	\$560.00		0.00			
6	KABC	10/31/16	11/04/16	M-F 4p-5p Eyewitness News 4p-5p	CM	Cc 4p-5p	- 1111 - -	:30	4	\$1,040.00	P-02	0.00	NM	4	\$4,160.00
(Program: 4P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1111 - -					4	\$1,040.00		0.00			
7	KABC	10/31/16	11/03/16	M-F 5p-6p Tu/Thur 5p-6p	CM	Cc 5p-6p	- 1 - 1 - - -	:30	2	\$1,440.00	P-02	0.00	NM	2	\$2,880.00
(Program: 5P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1 - 1 - - -					2	\$1,440.00		0.00			
8	KABC	10/31/16	11/04/16	M-F 6p-630p W/Fri 6p-630p	CM	Cc 6p-630p	- - 1 - 1 - -	:30	2	\$3,200.00	P-02	0.00	NM	2	\$6,400.00
(Program: 6P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- - 1 - 1 - -					2	\$3,200.00		0.00			
9	KABC	10/31/16	11/04/16	M-F 7p-730p Tu/Th-Fri 7p-730p	CM	Cc 7p-730p	- 1 - 11 - -	:30	3	\$3,200.00	P-02	0.00	NM	3	\$9,600.00
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- 1 - 11 - -					3	\$3,200.00		0.00			
10	KABC	10/31/16	11/04/16	M-F 730p-8p W/Fri 730p-8p	CM	Cc 730p-8p	- - 1 - 1 - -	:30	2	\$4,400.00	P-02	0.00	NM	2	\$8,800.00
(Program: WHEEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	- - 1 - 1 - -					2	\$4,400.00		0.00			
11	KABC	10/31/16	11/04/16	M-Su 11p News Eyewitness News 11p	CM	Cc 11p-1135p	- 1111 - -	:30	4	\$2,400.00	P-02	0.00	NM	4	\$9,600.00
(Program: LT NEWS)															

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11	KABC	10/31/16	11/04/16	M-Su 11p News Eyewitness News 11p	CM	Cc 11p-1135p	- 1111 - -	:30	4	\$2,400.00	P-02	0.00	NM	4	\$9,600.00
(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:		10/31/16	11/06/16	- 1111 - -			4		\$2,400.00		0.00				
12	KABC	10/31/16	11/03/16	M-F 1135p-1237a Thur 1135p-1235a	CM	Cc 11:35 PM-12:35 XI (11:35 PM-12:35 XM)	- - - 1 - - -	:30	1	\$1,760.00	P-02	0.00	NM	1	\$1,760.00
(Program: KIMMEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	- - - 1 - - -			1		\$1,760.00		0.00				
13	KABC	11/05/16	11/05/16	Sa 4p-630p EyewitnesNews Sa 4p-630p	CM	Cc 4p-630p	- - - - - S -	:30	1	\$640.00	P-02	0.00	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	- - - - - S -			1		\$640.00		0.00				
													Totals	34	\$59,200.00