

ORDER

**KABC-TV**

Orders

Order / Rev: 64271

Alt Order #:

Product Desc: Sharon Quirk-Silva CAND-04

Estimate: Sharon Quirk-Silva CAND-04

Flight Dates: 10/20/14 - 10/26/14

Original Date / Rev: 10/16/14 / 10/16/14

Order Type: GEN

Primary AE: . Local Political

Sales Office: L-LA

Sales Region: Local

Agency

Name: Milner Butcher Media Group

Buying Contact: Lauren Iser

Billing Contact:

11150 W. Olympic Blvd.

Los Angeles, CA 90064

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Sharon Quirk-Silva for Assembly

Demographic: A50+

Product Codes: Candidates

Priority: P-03

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
09/29/14	10/26/14	82	\$101,480.00	\$86,258.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	82	\$101,480.00	\$86,258.00	211.20
Totals	82	\$101,480.00	\$86,258.00	211.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
. Local Political			Start Of Order - End Of Order	100%
Jim Wilson			Start Of Order - End Of Order	0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	10/20/14	10/24/14	M-F 7p-730p Jeopardy 7p-730p	CM	Cc 7p-730p	11111--	:30	5	\$2,240.00	P-02	6.00	NM	5	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	11111--			5		\$2,240.00		6.00				
2	KABC	10/20/14	10/24/14	M-F 730p-8p Wheel 730p-8p	CM	Cc 730p-8p	MTWTF--	:30	4	\$3,040.00	P-02	5.00	NM	4	\$12,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	MTWTF--			4		\$3,040.00		5.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KABC	10/20/14	10/24/14	M-F 730p-8p Wheel 730p-8p	CM	Cc 730p-8p	MTWTF--	:30	4	\$3,040.00	P-02	5.00	NM	4	\$12,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	MTWTF--	4		\$3,040.00		5.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KABC	10/20/14-10/26/14		M-F 730p-8p See MG 2.6,2.7,2.8,2.9 [Not Available]	730p-8p		MTWThF----	:30		(\$3,040.00)		5.00	NM		
2	KABC	10/20/14-10/26/14		M-F 730p-8p See MG 2.6,2.7,2.8,2.9 [Not Available]	730p-8p		MTWThF----	:30		(\$3,040.00)		5.00	NM		
4	KABC	10/20/14-10/26/14		M-F 730p-8p See MG 2.6,2.7,2.8,2.9 [Not Available]	730p-8p		MTWThF----	:30		(\$3,040.00)		5.00	NM		
5	KABC	10/20/14-10/26/14		M-F 730p-8p See MG 2.6,2.7,2.8,2.9 [Not Available]	730p-8p		MTWThF----	:30		(\$3,040.00)		5.00	NM		
6	KABC	10/20/14-10/26/14		M-F 730p-8p Ⓜ MG for 2.5,2.2,2.1,2.4 [Makegood Per Management]	730p-8p		MTWThF----	:30		\$3,040.00		5.00	NM		
7	KABC	10/20/14-10/26/14		M-F 730p-8p Ⓜ MG for 2.5,2.2,2.1,2.4 [Makegood Per Management]	730p-8p		MTWThF----	:30		\$3,040.00		5.00	NM		
8	KABC	10/20/14-10/26/14		M-F 730p-8p Ⓜ MG for 2.5,2.2,2.1,2.4 [Makegood Per Management]	730p-8p		MTWThF----	:30		\$3,040.00		5.00	NM		
9	KABC	10/20/14-10/26/14		M-F 730p-8p Ⓜ MG for 2.5,2.2,2.1,2.4 [Makegood Per Management]	730p-8p		MTWThF----	:30		\$3,040.00		5.00	NM		
3	KABC	10/20/14	10/24/14	M-F 5a-6a Eyewitness News 5a	CM	Cc 5a-6a	11111--	:30	5	\$560.00	P-02	1.20	NM	5	\$2,800.00
Week:		10/20/14	10/26/14	11111--	5		\$560.00		1.20						
4	KABC	10/20/14	10/24/14	M-F 6a-7a Eyewitness News 6a	CM	Cc 6a-7a	11111--	:30	5	\$960.00	P-02	2.00	NM	5	\$4,800.00
Week:		10/20/14	10/26/14	11111--	5		\$960.00		2.00						
5	KABC	10/20/14	10/24/14	M-F 7a-9a GMA	CM	Cc 7a-9a	11111--	:30	5	\$960.00	P-02	3.00	NM	5	\$4,800.00
Week:		10/20/14	10/26/14	11111--	5		\$960.00		3.00						
6	KABC	10/25/14	10/25/14	Sa 6a-7a Sa 6a-7a	CM	Cc 6a-7a	-----S-	:30	1	\$560.00	P-02	1.70	NM	1	\$560.00
Week:		10/20/14	10/26/14	-----S-	1		\$560.00		1.70						
7	KABC	10/25/14	10/25/14	Sa 7a-8a Sa 7a-8a	CM	Cc 7a-8a	-----S-	:30	2	\$800.00	P-02	2.50	NM	2	\$1,600.00
Week:		10/20/14	10/26/14	-----S-	2		\$800.00		2.50						
8	KABC	10/25/14	10/25/14	Sa 8a-930a Sa 8a-930a	CM	Cc 8a-930a	-----S-	:30	3	\$680.00	P-02	2.00	NM	3	\$2,040.00
Week:		10/20/14	10/26/14	-----S-	3		\$680.00		2.00						
9	KABC	10/26/14	10/26/14	Su 6a-7a Su 6a-7a	CM	Cc 6a-7a	-----S	:30	2	\$720.00	P-02	1.70	NM	2	\$1,440.00
Week:		10/20/14	10/26/14	-----S	2		\$720.00		1.70						
10	KABC	10/26/14	10/26/14	Su 7a-8a Su 7a-8a	CM	Cc 7a-8a	-----S	:30	2	\$560.00	P-02	1.50	NM	2	\$1,120.00
Week:		10/20/14	10/26/14	-----S	2		\$560.00		1.50						

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10	KABC	10/26/14	10/26/14	Su 7a-8a Su 7a-8a	CM	Cc 7a-8a	-----S	:30	2	\$560.00	P-02	1.50	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S		2				\$560.00		1.50			
11	KABC	10/26/14	10/26/14	Su 8a-9a Su 8a-9a	CM	Cc 8a-9a	-----S	:30	2	\$3,600.00	P-02	2.00	NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S		2				\$3,600.00		2.00			
12	KABC	10/26/14	10/26/14	Su 9a-11a Su 9a-11a	CM	Cc Su 9a-11a	-----S	:30	3	\$560.00	P-02	2.00	NM	3	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S		3				\$560.00		2.00			
13	KABC	10/20/14	10/24/14	M-F 4p-5p Eyewitness News 4p-5p	CM	Cc 4p-5p	MTWTF--	:30	6	\$880.00	P-02	2.30	NM	6	\$5,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	MTWTF--		6				\$880.00		2.30			
14	KABC	10/20/14	10/24/14	M-F 5p-6p Eyewitness News 5p-6p	CM	Cc 5p-6p	MTWTF--	:30	6	\$1,120.00	P-02	2.00	NM	6	\$6,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	MTWTF--		6				\$1,120.00		2.00			
15	KABC	10/20/14	10/24/14	M-F 6p-630p Eyewitness News 6p-630p	CM	Cc 6p-630p	11111--	:30	5	\$1,920.00	P-02	3.70	NM	5	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	11111--		5				\$1,920.00		3.70			
16	KABC	10/25/14	10/26/14	SaSu 4p-630p EyewitnesNews SaSu4p-630p	CM	Cc 4p-630p	-----SS	:30	6	\$560.00	P-02	2.00	NM	6	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----SS		6				\$560.00		2.00			
17	KABC	10/20/14	10/24/14	M-F 1135p-1237a M-F 1135p-1237a	CM	Cc 1135p-1237a	11111--	:30	5	\$1,120.00	P-02	1.50	NM	5	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	11111--		5				\$1,120.00		1.50			
18	KABC	10/20/14	10/26/14	M-Su 11p News Eyewitness News 11p	CM	Cc 11p-1135p	1111111	:30	7	\$1,920.00	P-02	2.90	NM	7	\$13,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	1111111		7				\$1,920.00		2.90			
19	KABC	10/25/14	10/26/14	SaSu 1135p News SaSu Eyewitness New 1135p	CM	Cc 1135p-12a	-----11	:30	2	\$800.00	P-02	1.50	NM	2	\$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:	10/20/14	10/26/14	-----11		2				\$800.00		1.50			
20	KABC	10/20/14	10/24/14	M-F 1135p-1237a M-F 1135p-1237a	CM	Cc 1135p-1237a	MTWTF--	:30	2	\$1,120.00	P-02	1.50	NM	2	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	MTWTF--		2				\$1,120.00		1.50			
21	KABC	10/20/14	10/24/14	M-F 1237a-107a M-F 1237a-107a	CM	Cc 1237a-107a	MTWTF--	:30	4	\$560.00	P-02	2.75	NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	MTWTF--		4				\$560.00		2.75			
Totals													82	\$101,480.00	