

ORDER WORKSHEET

Rep Order# 9399123 Ver# 5
 EC'd Yes

Status Revised

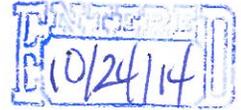
Traffic Order# 30470

Printed: 10/24/14 12:33 PM
 Last Received: 10/24/14 12:31 PM
 Showing Buylines: All Rep Revised Lines

Station KNVN-TV CHICO-REDDING
 Advertiser (RRJS) RRJSE
 Product REDDING RESIDENTS
 Estimate#
 Buyer JIM BATTIN

Agency (MERI) MERIDIAN PACIFIC INC
 925 UNIVERSITY AVENUE
 SACRAMENTO, CA 95825
 Agency C/P1/P2/E
 Flight Dates 09/29/14-11/09/14

Rep Firm KATZ CONTINENTAL
 Sales Office (LA) LOS ANGELES
 Salesperson (BRM) BRUCE MARKS
 Sales Assistant JORDAN
 Salesperson Phone# 323-966-5176
 Salesperson Fax# 323-658-6443



--- CONTRACT COMMENT ---

REDDING RESIDENTS FOR JOBS & SUSTAINABLE ECONOMY - TV :15'S ARE BOOKEND

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION REV LNS:1-6 NEW LNS:7-12 NCIT PLEASE CONFIRM THANKS JORDAN/BRUCE

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1*	M-F	7P-730P	WHEEL OF FORTUNE	15	8.9	231.4	\$125.00	09/29-10/03	4	1	4	\$3,250.00
								10/06-10/10	10	1	10	
								10/13-10/17	6	1	6	
								10/20-10/24	6	1	6	
								10/27-10/31	0	1	0	
								11/03-11/07	0	1	0	

Buy Comment: BOOKEND :15'S
 Sales remark: V5 REVISED 10/27
 V5 Comment Changed, Spots/week Changed

2*	M-F	730P-8P	JEOPARDY	15	10.3	267.8	\$125.00	09/29-10/03	4	1	4	\$3,250.00
								10/06-10/10	10	1	10	
								10/13-10/17	6	1	6	
								10/20-10/24	6	1	6	
								10/27-10/31	0	1	0	
								11/03-11/07	0	1	0	

Buy Comment: BOOKEND :15'S
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 Salesperson Fax# 323-658-6443

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
3*	Sa	7P-730P	WHEEL OF FORTUNE	15	5.1	30.6	\$37.50	10/04-10/04 10/11-10/11 10/18-10/18 10/25-10/25 11/01-11/01	2 2 2 0 0	1 1 1 1 1	2 2 2 0 0	\$225.00
Buy Comment: BOOKEND :15'S Sales remark: V5 REVISED SPOTS V5 Comment Changed, Spots/week Changed												
4*	Sa	730P-8P	JEOPARDY	15	4.8	19.2	\$37.50	10/11-10/11 10/18-10/18 10/25-10/25 11/01-11/01	2 2 0 0	1 1 1 1	2 2 0 0	\$150.00
Buy Comment: BOOKEND :15'S Sales remark: V5 REVISED SPOTS V5 Comment Changed, Spots/week Changed												
5*	M	7P-730P	WHEEL OF FORTUNE	15	8.9	N/A	\$125.00	11/03-11/03	0	1	0	\$0.00
Buy Comment: BOOKEND :15'S Sales remark: V5 REVISED V5 Comment Changed, Spots/week Changed												
6*	M	730P-8P	JEOPARDY	15	10.3	N/A	\$125.00	11/03-11/03	0	1	0	\$0.00
Buy Comment: BOOKEND :15'S Sales remark: V5 REVISED V5 Comment Changed, Spots/week Changed												
7*	M-F	7P-730P	WHEEL OF FORTUNE	30	8.9	44.5	\$250.00	10/27-10/31	5	1	5	\$1,250.00
Sales remark: V5 ADD TO SCHEDULE V5 Added												
8*	M	7P-730P	WHEEL OF FORTUNE	30	8.9	8.9	\$250.00	11/03-11/03	1	1	1	\$250.00
Sales remark: V5 ADD TO SCHEDULE V5 Added												

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9*	M-F	730P-8P	JEOPARDY	30	10.3	51.5	\$250.00	10/27-10/31	5	1	5	\$1,250.00
		Sales remark: V5 ADD TO SCHEDULE V5 Added										
10*	M	730P-8P	JEOPARDY	30	10.3	10.3	\$250.00	11/03-11/03	1	1	1	\$250.00
		Sales remark: V5 ADD TO SCHEDULE V5 Added										
11*	Sa	7P-730P	WHEEL OF FORTUNE	30	5.1	10.2	\$75.00	10/25-10/25 11/01-11/01	1 1	1 1	1 1	\$150.00
		Sales remark: V5 ADD TO SCHEDULE V5 Added										
12*	Sa	730P-8P	JEOPARDY	30	4.8	9.6	\$75.00	10/25-10/25 11/01-11/01	1 1	1 1	1 1	\$150.00
		Sales remark: V5 ADD TO SCHEDULE V5 Added										

---REPORT TOTALS---

Report Totals: 26 / \$10,175.00

---SALES MONTHLY TOTALS---

Oct2014: 64 / \$7,025.00 Nov2014: 14 / \$3,150.00

Order Totals: 78 / \$10,175.00 Total GRPS: 684.0

---COMPETITIVE---

Market Totals	\$46,250.00	CABL	.00%	KCVU	.00%	KHSL	.00%	KNVN	22.00%	KRCR	78.00%
		KRVU	.00%	NHSL	.00%	NNVN	.00%	RNVN	.00%	UNKN	.00%

Books [NOV14]