

# ORDER



**Orders**  
**Order / Rev:** 288398  
**Alt Order #:**  
**Product Desc:** Est 404  
**Estimate:** Est 404  
**Flight Dates:** 10/03/16 - 10/09/16  
**Original Date / Rev:** 09/29/16 / 09/29/16  
**Order Type:** GENERAL

**KOB**  
**Primary AE:** Charlie Blanco  
**Sales Office:** FAR  
**Sales Region:** Local

**Agency Name:** Blue West Media  
**Buying Contact:** Mary Wittermyer  
**Billing Contact:**  
 5130 E. 18th Avenue  
 Denver, CO 80220-1318

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

**Advertiser Name:** Gail Schwartz for Congress  
**Demographic:** HH  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 09/28/17  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16   | 10/07/16 | 15      | \$2,085.00   | \$1,772.25 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016  | 15        | \$2,085.00        | \$1,772.25        | 0.00        |
| <b>Totals</b> | <b>15</b> | <b>\$2,085.00</b> | <b>\$1,772.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Charlie Blanco    |              |              | Start Of Order - End Of Order | 100%    |

| Ln  | Ch | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-----|----|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | F  | 10/03/16          | 10/09/16        | News 4 Today II 6a-7a<br>News 4 Today II 6a-7a | CM    | M-F 6a-7a         | MT-T--- | :30 | 3     | \$75.001    |     | 0.00          | NM   | 3     | \$225.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | MT-T---  |       | 3                 |         |     |       | \$75.00     |     | 0.00          |      |       |          |
| E 2 | F  | 10/03/16          | 10/09/16        | M-F Today Show<br>M-F Today Show               | CM    | M-F 7a-9a         | ---T--- | :30 | 1     | \$90.001    |     | 0.00          | NM   | 1     | \$90.00  |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | ---T---  |       | 1                 |         |     |       | \$90.00     |     | 0.00          |      |       |          |
| E 3 | F  | 10/03/16          | 10/09/16        | News 4 @ Midday M-F<br>News 4 @ Midday M-F     | CM    | M-F 12noon-1p     | -T--F-- | :30 | 2     | \$80.001    |     | 0.00          | NM   | 2     | \$160.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | -T--F--  |       | 2                 |         |     |       | \$80.00     |     | 0.00          |      |       |          |
| E 4 | F  | 10/03/16          | 10/09/16        | News 4 @ 6p M-F<br>News 4 @ 6p M-F             | CM    | W-F 6p-632p       | --W-F-- | :30 | 2     | \$180.002   |     | 0.00          | NM   | 2     | \$360.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | --W-F--  |       | 2                 |         |     |       | \$180.00    |     | 0.00          |      |       |          |
| E 5 | F  | 10/03/16          | 10/09/16        | News 4 @ 630p M-F<br>News 4 @ 630p M-F         | CM    | M-F 630p-7p       | M-W---- | :30 | 2     | \$150.001   |     | 0.00          | NM   | 2     | \$300.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | M-W----  |       | 2                 |         |     |       | \$150.00    |     | 0.00          |      |       |          |
| E 6 | F  | 10/03/16          | 10/09/16        | News 4 @ 10p M-F<br>News 4 @ 10p M-F           | CM    | M-F 10p-1035p     | MTWTF-- | :30 | 5     | \$190.001   |     | 0.00          | NM   | 5     | \$950.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |    | Week: 10/03/16    | 10/09/16        | MTWTF--  |       | 5                 |         |     |       | \$190.00    |     | 0.00          |      |       |          |

Order / Rev: 288398  
Alt Order #: \_\_\_\_\_  
Flight Dates: 10/03/16 - 10/09/16

Advertiser: Gail Schwartz for Congress  
Product Desc: Est 404 **KOB**  
Estimate: Est 404

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type   | Spots | Amount     |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|--------|-------|------------|
|    |    |       |     |                |       |                |      |     |       |      |     |     | Totals | 15    | \$2,085.00 |