

# New Order

<b>Media:</b> Radio	<b>Market:</b> Los Angeles	<b>Vendor:</b> KNX-AM	<b>Billing To:</b> Sadler Strategic Media
<b>Client:</b> Yes on Prop 57	<b>Demo:</b> Adults 35+		12103 Viewcrest Rd.
<b>Product:</b> Yes on Prop 57	<b>Separation:</b> 30		Studio City, CA 91604
<b>CPE:</b> //1878	<b>Flight Start:</b> 10/10/16	<b>AE:</b> Todd Murray	
<b>Description:</b> Yes on Prop 57 Radio 10.10-11.8	<b>Flight End:</b> 11/13/16	<b>Phone:</b> 818-506-5443	
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b> 818-506-8444	
<b>Version:</b> 1	<b>Survey:</b> Jul16 MSA CustRadio		

**Comments:** These are new orders for Yes on Prop 57. Orders start this week, we would like to be able to get on the air Tuesday 10/11. Email will follow with more info. Thank you.

Line Daypart (Program)		Daypart		Gross C/T		Dur					10/10 10/17 10/24 10/31 11/7					Total Spots		Adults 35+ RTG		CPP			
No		Code																					
1	MTuWThF 6:00A-10:00A	AM														40	0.6	\$2,216.67					
Comments: Todd																							
2	MTuWThF 10:00A-3:00P	MD														40	0.5	\$1,820.00					
3	MTuWThF 3:00P-7:00P	PM														40	0.5	\$2,380.00					
Total Spots:															30	30	30	30	0	120			
Total GRP/GIMP(000):															16.0	16.0	16.0	16.0	0.0		64.0		
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots																				
10/2016	\$102,900.00 - 90	\$0.00 - 0	\$102,900.00 - 90																				
11/2016	\$34,300.00 - 30	\$0.00 - 0	\$34,300.00 - 30																				
Total Gross Cost: \$137,200.00																			Total Gross CPP: \$2,143.75				
Total Net Cost: \$116,620.00																			Total Net CPP: \$1,822.19				