

ORDER



Orders
Order / Rev: 61056
Alt Order #: WOC10161759
Product Desc: VALADAO FOR CA-21 / NRCC/CMS 30
Estimate: 930C06
Flight Dates: 09/29/14 - 10/05/14
Original Date / Rev: 09/23/14 / 09/30/14
Order Type: GEN

KFSN-TV

Primary AE: Christopher Larcade
Sales Office: N-PH
Sales Region: National

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave.
 Alexandria, VA 22301

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

Advertiser Name: Valadao for CA-21/NRCC
Demographic: A35+
Product Codes: Candidates
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/05/14	51	\$16,580.00	\$14,093.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	51	\$16,580.00	\$14,093.00	0.00
Totals	51	\$16,580.00	\$14,093.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KFSN-TV	40%	\$16,580.00
Market	100%	\$41,450.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KFTV	0%	\$0.00
KGPE	35%	\$14,507.50
KMPH	5%	\$2,072.50
KSEE	20%	\$8,290.00
NFSN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KFSN	09/29/14	10/03/14	M-F 9a-10a Live with Kelly (Program: KELLY & MICHAEL)	CM	Cc 9a-10a	----1--	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	----1--			1			\$150.00		0.00			
E 2	KFSN	09/29/14	10/03/14	M-F GMA Tu-F GMA (Program: GMA)	CM	Cc 7a-9a	-4444--	:30	16	\$275.00	P-03	0.00	NM	16	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	-4444--			16			\$275.00		0.00			
E 3	KFSN	09/29/14	10/04/14	Sa GMA Sa GMA	CM	Cc 7a-8a	-----2-	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00

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 Product Desc: VALADAO FOR CA-21 / NRCC/CMS 30
 Estimate: 930C06
KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: SAT GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----2-					2	\$200.00		0.00			
E 4	KFSN	09/29/14	10/03/14	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	- 2222 - -	:30	8	\$275.00	P-03	0.00	NM	8	\$2,200.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	- 2222 - -					8	\$275.00		0.00			
E 5	KFSN	09/29/14	10/03/14	M-F 6p News Tu-F Action News Live 6p	CM	Cc Various	- 1111 - -	:30	4	\$475.00	P-03	0.00	NM	4	\$1,900.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	- 1111 - -					4	\$475.00		0.00			
E 6	KFSN	09/29/14	10/04/14	Sa 1135p-1235a Private Practice	CM	Cc 1135p-1235a	-----2-	:30	2	\$25.00	P-03	0.00	NM	2	\$50.00
(Program: PRIVATE PRACTICE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----2-					2	\$25.00		0.00			
E 7	KFSN	09/29/14	10/05/14	Su 1135p-1235a Castle	CM	Cc 1135p-1235a	-----2	:30	2	\$25.00	P-03	0.00	NM	2	\$50.00
(Program: CASTLE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----2					2	\$25.00		0.00			
E 8	KFSN	09/29/14	10/03/14	Fri Prime Hour A Last Man Standing	CM	Cc 8p-9p	----2--	:30	2	\$700.00	P-03	0.00	NM	2	\$1,400.00
(Program: LAST MAN STANDING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	----2--					2	\$700.00		0.00			
E 9	KFSN	09/29/14	10/01/14	Wed Prime Hour B Modern Family/Blackish	CM	Cc 9p-10p	--2----	:30	2	\$1,500.00	P-03	0.00	NM	2	\$3,000.00
(Program: MODERN FAMILY/BLACKISH)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	--2----					2	\$1,500.00		0.00			
N 10	KFSN	09/30/14	10/01/14	M-F 5p News Action News at 5p	CM	Cc 5p-530p	-TW----	:30	2	\$450.00	P-03	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-TW----					2	\$450.00		0.00			
N 11	KFSN	09/30/14	10/03/14	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	-TWTF--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-TWTF--					4	\$200.00		0.00			
N 12	KFSN	09/30/14	10/03/14	M-F 430a-5a Local News Action News AM Live 430a	CM	Cc 430a-5a	-TW-F--	:30	3	\$10.00	P-03	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-TW-F--					3	\$10.00		0.00			
N 13	KFSN	09/29/14	10/05/14	Thurs Prime Hour C Thurs Prime Hour 3	CM	Cc 10p-11p	---T---	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	---T---					1	\$1,000.00		0.00			
N 14	KFSN	09/29/14	10/05/14	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	-----S	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S					1	\$200.00		0.00			
N 15	KFSN	09/29/14	10/05/14	Su 6a News AM Live Sunday 6am	CM	Cc 6a-7a	-----S	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S					1	\$100.00		0.00			
													Totals	51	\$16,580.00