

# ORDER



**Orders**  
**Order / Rev:** 61056  
**Alt Order #:** WOC10161759  
**Product Desc:** VALADAO FOR CA-21 / NRCC  
**Estimate:** 930C06  
**Flight Dates:** 09/29/14 - 10/05/14  
**Original Date / Rev:** 09/23/14 / 09/23/14  
**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	19	\$6,475.00	\$5,503.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	19	\$6,475.00	\$5,503.75	0.00
<b>Totals</b>	<b>19</b>	<b>\$6,475.00</b>	<b>\$5,503.75</b>	<b>0.00</b>

**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%	\$6,475.00
Market	100%	\$16,187.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KFTV	0%	\$0.00
KGPE	35%	\$5,665.62
KMPH	5%	\$809.38
KSEE	20%	\$3,237.50
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	-1111--	:30	4	\$275.00	P-03	0.00	NM	4	\$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	-1111--		4		\$275.00		0.00					
E 3	KFSN	09/29/14	10/04/14	Sa GMA Sa GMA	CM	Cc 7a-8a	-----1-	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00

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 Flight Dates: 09/29/14 - 10/05/14

Advertiser: Valadao for CA-21/NRCC  
 Product Desc: VALADAO FOR CA-21 / NRCC  
 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	-----1-		1				\$200.00		0.00			
E 4	KFSN	09/29/14	10/03/14	M-F 6a-7a Local News W-F Action News AM Live	CM	Cc 6a-7a	--111--	:30	3	\$275.00	P-03	0.00	NM	3	\$825.00
(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	--111--		3				\$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	----1--	:30	1	\$700.00	P-03	0.00	NM	1	\$700.00
(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	----1--		1				\$700.00		0.00			
E 9	KFSN	09/29/14	10/01/14	Wed Prime Hour B Modern Family/Blackish	CM	Cc 9p-10p	--1----	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
(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	--1----		1				\$1,500.00		0.00			
													Totals	19	\$6,475.00