

ORDER



Orders
Order / Rev: 166866
Alt Order #:
Product Desc: ISSUE/CMS 369310
Estimate: 2818 3/21-3/27/2017
Flight Dates: 03/21/17 - 03/27/17
Original Date / Rev: 03/13/17 / 03/16/17
Order Type: GEN

KFSN-TV

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

Agency Name: Strategic Media Services, Inc.
Buying Contact: MICHELLE IRVIN
Billing Contact:
 1911 North Fort Myer Drive
 Arlington, VA 22209

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

Advertiser Name: American Action Network, Inc.
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-03
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/17	03/26/17	35	\$11,600.00	\$9,860.00
03/27/17	03/27/17	9	\$2,925.00	\$2,486.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2017	35	\$11,600.00	\$9,860.00	0.00
April 2017	9	\$2,925.00	\$2,486.25	0.00
Totals	44	\$14,525.00	\$12,346.25	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

Order Share	Share	Total
KFSN-TV	40%	\$14,525.00
Market	100%	\$36,312.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAIL	0%	\$0.00
KFTV	0%	\$0.00
KGPE	20%	\$7,262.50
KMPH	20%	\$7,262.50
KSEE	20%	\$7,262.50
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
N 1	KFSN	03/21/17	03/27/17	M-F 11a-12p M-F 11a-12p	CM	Cc 11a-12p	1--1---	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/21/17	03/27/17	1--1---			2		\$200.00		0.00				
N 2	KFSN	03/21/17	03/27/17	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	11111--	:30	5	\$375.00	P-03	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/21/17	03/27/17	11111--			5		\$375.00		0.00				
N 3	KFSN	03/21/17	03/27/17		CM	Cc 5a-6a	111-1--	:30	4	\$250.00	P-03	0.00	NM	4	\$1,000.00

Order / Rev: 166866
 Alt Order #:
 Flight Dates: 03/21/17 - 03/27/17

Advertiser: American Action Network, Inc.
 Product Desc: ISSUE/CMS 369310
 Estimate: 2818 3/21-3/27/2017
KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5a-6a News Action News AM Live 5am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	111-1--					4	\$250.00		0.00			
N 4	KFSN	03/21/17	03/27/17	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	-----1-	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	-----1-					1	\$300.00		0.00			
N 5	KFSN	03/21/17	03/27/17	Su 8a News AM Live Sunday 8am	CM	Cc 8a-9a	-----1	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	-----1					1	\$300.00		0.00			
N 6	KFSN	03/21/17	03/27/17	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	--1----	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	--1----					1	\$400.00		0.00			
N 7	KFSN	03/21/17	03/27/17	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	11-11--	:30	4	\$250.00	P-03	0.00	NM	4	\$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:		03/21/17	03/27/17	11-11--					4	\$250.00		0.00			
N 8	KFSN	03/21/17	03/27/17	M-F 5p News Action News at 5p	CM	Cc 5p-530p	1---1--	: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:		03/21/17	03/27/17	1---1--					2	\$450.00		0.00			
N 9	KFSN	03/21/17	03/27/17	M-F 630p News Action News at 630p	CM	Cc 630p-7p	11-1---	:30	3	\$450.00	P-03	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	11-1---					3	\$450.00		0.00			
N 10	KFSN	03/21/17	03/27/17	M-F 6p News Action News at 6p	CM	Cc 6p-630p	--1----	:30	1	\$500.00	P-03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	--1----					1	\$500.00		0.00			
N 11	KFSN	03/21/17	03/27/17	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	-----1	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	-----1					1	\$300.00		0.00			
N 12	KFSN	03/21/17	03/27/17	M-F 106a-206a M-F 106a-206a	CM	Cc 106a-206a	11-11--	:30	4	\$50.00	P-03	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	11-11--					4	\$50.00		0.00			
N 13	KFSN	03/21/17	03/27/17	M-Su 11p News Action News M-Su 11-1135p	CM	Cc 11p-1135p	--11111	:30	5	\$350.00	P-03	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	--11111					5	\$350.00		0.00			
N 14	KFSN	03/21/17	03/27/17	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	111-1--	:30	4	\$450.00	P-03	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	111-1--					4	\$450.00		0.00			
N 16	KFSN	03/21/17	03/27/17	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	11111--	:30	5	\$450.00	P-03	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/17	03/27/17	11111--					5	\$450.00		0.00			
N 17	KFSN	03/21/17	03/27/17	Sa 730p-8p Sa 730p-8p	CM	Cc 730p-8p	-----1-	: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:		03/21/17	03/27/17	-----1-					1	\$200.00		0.00			
													Totals	44	\$14,525.00