

# ORDER

**KABC-TV**

**Orders**

**Order / Rev:** 151352

**Alt Order #:** WOC10487617

**Product Desc:** NextGen Calif Action Comm IU 360345

**Estimate:** 464

**Flight Dates:** 10/19/16 - 10/19/16

**Original Date / Rev:** 10/17/16 / 10/17/16

**Order Type:** GEN

**Primary AE:** Political National PHI

**Sales Office:** N-PH

**Sales Region:** National

**Agency**

**Name:** BlueWest Media, LLC

**Buying Contact:** Mary Wittemyer

**Billing Contact:**

5130 E. 18th Avenue

Denver, CO 80220

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** NextGen California Action Committee

**Demographic:** A35+

**Product Codes:** Issue Non Candidate

**Priority:** P-03

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**

**Order Separation:** 00:20:00

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 09/26/16   | 10/23/16 | 1       | \$50,000.00  | \$42,500.00 |

**Totals**

| Month         | # Spots  | Gross Amount       | Net Amount         | Rating      |
|---------------|----------|--------------------|--------------------|-------------|
| October 2016  | 1        | \$50,000.00        | \$42,500.00        | 0.00        |
| <b>Totals</b> | <b>1</b> | <b>\$50,000.00</b> | <b>\$42,500.00</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%    |
| Political National PHI |              |              | Start Of Order - End Of Order | 0%      |

**Order Share**

|         | Share | Total        |
|---------|-------|--------------|
| KABC-TV | 30%   | \$50,000.00  |
| Market  | 100%  | \$166,666.67 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KCAL  | 0%    | \$0.00      |
| KCBS  | 25%   | \$41,666.67 |
| KCET  | 0%    | \$0.00      |
| KCOP  | 0%    | \$0.00      |
| KDOC  | 0%    | \$0.00      |
| KHIZ  | 0%    | \$0.00      |
| KHSC  | 0%    | \$0.00      |
| KIDN  | 0%    | \$0.00      |
| KJLA  | 0%    | \$0.00      |
| KLCS  | 0%    | \$0.00      |
| KMEX  | 0%    | \$0.00      |
| KNBC  | 25%   | \$41,666.67 |
| KOCE  | 0%    | \$0.00      |
| KPXN  | 0%    | \$0.00      |
| KRCA  | 0%    | \$0.00      |
| KRPA  | 0%    | \$0.00      |
| KSCI  | 0%    | \$0.00      |
| KTBN  | 0%    | \$0.00      |

|       |     |             |
|-------|-----|-------------|
| KTLA  | 0%  | \$0.00      |
| KTTV  | 20% | \$33,333.33 |
| KVCR  | 0%  | \$0.00      |
| KVEA  | 0%  | \$0.00      |
| KVMD  | 0%  | \$0.00      |
| KWHY  | 0%  | \$0.00      |
| UNKWN | 0%  | \$0.00      |

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Advertiser: NextGen California Action Committee  
 Product Desc: NextGen Calif Action Comm IU 360345  
 Estimate: 464  
**KABC-TV**

| Ln  | Ch        | Start             | End             | Inventory Code     | Break                 | Start/End Time  | Days                     | Len           | Spots         | Rate                   | Pri  | Rtg        | Type        | Spots | Amount      |
|---|-----------|-------------------|-----------------|--------------------|-----------------------|-----------------|--------------------------|---------------|---------------|------------------------|------|------------|-------------|-------|-------------|
| 1   | KABC      | 10/19/16          | 10/19/16        | Debate             | CM                    | 5:58 PM-6:00 PM | --W----                  | :30           | 1             | \$50,000.00            | P-03 | 0.00       | NM          | 1     | \$50,000.00 |
| Debate 558-6p<br>(5:58 PM-6:00 PM)              |           |                   |                 |                    |                       |                 |                          |               |               |                        |      |            |             |       |             |
| (Program: PRESIDENTIAL DEBATE)Pre-break 558-6p  |           |                   |                 |                    |                       |                 |                          |               |               |                        |      |            |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    | <u>Spots/Week</u>     |                 | <u>Rate</u>              |               | <u>Rating</u> |                        |      |            |             |       |             |
| Week:   |           | 10/17/16          | 10/23/16        | --W----            | 1                     |                 | \$50,000.00              |               | 0.00          |                        |      |            |             |       |             |
| <u>Spot</u>                                     | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u> | <u>Start/End Time</u> |                 | <u>Weekdays</u>          | <u>Length</u> |               | <u>Rate</u>            |      | <u>Rtg</u> | <u>Type</u> |       |             |
| 1   | KABC      | 10/17/16-10/23/16 |                 | Debate             | 5:58 PM-6:00 PM       |                 | 5:58 PM-6:00 P--W-----   | :30           |               | <del>\$50,000.00</del> |      | 0.00       | NM          |       |             |
| See MG 1.2<br>[Per Management]                  |           |                   |                 |                    |                       |                 |                          |               |               |                        |      |            |             |       |             |
| 2   | KABC      | 10/17/16-10/23/16 |                 | World News Tonight | 5:58 PM-6:00 PM       |                 | 5:58 PM-6:00 PMTWThF--Su | :30           |               | \$50,000.00            |      | 0.00       | NM          |       |             |
| Ⓜ MG for 1.1 10/19<br>[Makegood Per Management] |           |                   |                 |                    |                       |                 |                          |               |               |                        |      |            |             |       |             |
|   |           |                   |                 |                    |                       |                 |                          |               |               |                        |      |            | Totals      | 1     | \$50,000.00 |