

# New Order

<b>Media:</b> Radio	<b>Market:</b> Los Angeles	<b>Vendor:</b> KWKW-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> //1895	<b>Flight Start:</b> 10/31/16	<b>AE:</b> Holden Elliot	
<b>Description:</b> Yes on Prop 57 Radio Spanish	<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 Hispanic		
<b>Comments:</b>			

Line No	Daypart (Program)	Daypart Code	Gross C/P	Dur	10/31	11/7	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 6:00A-9:00A	AM	\$125.00	C 60	6	0	6	0.1	\$1,250.00
Comments: Holden									
2	MTu 6:00A-9:00A	AM	\$125.00	C 60	0	6	6	0.1	\$1,250.00
3	MTuWThF 9:00A-1:00P	MD	\$125.00	C 60	8	0	8	0.1	\$1,250.00
4	MTu 9:00A-1:00P	MD	\$125.00	C 60	0	6	6	0.1	\$1,250.00
5	MTuWThF 1:00P-4:00P	PM	\$125.00	C 60	6	0	6	0.1	\$1,250.00
6	MTuWThF 4:00P-7:00P	EV	\$125.00	C 60	8	0	8	0.1	\$1,250.00
<b>Total Spots:</b>							40	4.0	
<b>Total GRP/GIMP(000):</b>									
<b>Total GRP/GIMP(000):</b> 2.8 1.2									
<b>Cash\$-Spots</b>									
<b>Cash\$-Spots</b> \$5,000.00 - 40									
<b>Total Gross Cost:</b> \$5,000.00									
<b>Total Net Cost:</b> \$4,250.00									
<b>Total Gross CPP:</b> \$1,250.00									
<b>Total Net CPP:</b> \$1,062.50									

*[Handwritten Signature]*

62-7p