

# ORDER



**Orders**  
**Order / Rev:** 226744  
 Alt Order #: \_\_\_\_\_  
 Product Desc: 9/12 -9/21 order  
 Estimate: 866  
 Flight Dates: 09/12/14 - 09/21/14  
 Original Date / Rev: 09/12/14 / 09/12/14  
 Order Type: GENERAL

**KOB**  
 Primary AE: Olivia Lawrence  
 Sales Office: KOB  
 Sales Region: Local

**Agency**  
**Name:** Screen Strategies Media  
 Buying Contact: Kyle Osterhour  
 Billing Contact: Caroline Davis  
11150 Fairfax Blvd Ste 505  
Fairfax, VA 22030

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

**Advertiser**  
**Name:** Lara for Congress  
 Demographic: A25-54  
 Product Codes: PL1  
 Priority: 99  
 Revenue Codes: AGY, POL, CAND

New Business Thru: 09/11/15  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/21/14	59	\$20,645.00	\$17,548.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	59	\$20,645.00	\$17,548.25	0.00
<b>Totals</b>	<b>59</b>	<b>\$20,645.00</b>	<b>\$17,548.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	20%	\$20,645.00
Market	100%	\$103,225.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ 0% \$0.00  
 KRPV 0% \$0.00  
 KRQE 0% \$0.00  
 KUPT 0% \$0.00  
 KWBQ 0% \$0.00  
 UNKWN 80% \$82,580.00

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	09/12/14	09/14/14	News 4 Today I 5a-530a W-FNews 4 Today I 5a-530a	CM	W-F 5a-530a	----F--	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	----F--		1		\$125.00		0.00					
2	All	09/15/14	09/21/14	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	-T-T---	:30	2	\$180.004		0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	-T-T---		2		\$180.00		0.00					
3	All	09/12/14	09/14/14	News 4 Today II 6a-7a W-F News 4 Today II 6a-7a	CM	W-F 6a-7a	----F--	:30	1	\$380.004		0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	----F--		1		\$380.00		0.00					
4	All	09/15/14	09/21/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-W-F--	:30	3	\$350.004		0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	M-W-F--		3		\$350.00		0.00					
5	All	09/12/14	09/14/14	M-F Today Show W-F Today Show	CM	W-F 7a-9a	----F--	:30	1	\$380.004		0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	----F--		1		\$380.00		0.00					
6	All	09/15/14	09/21/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-TWT---	:30	3	\$350.004		0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	-TWT---		3		\$350.00		0.00					
7	All	09/15/14	09/21/14	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$130.004		0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	-----S		1		\$130.00		0.00					
8	All	09/12/14	09/21/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MTWTF--	:30	1	\$260.003		0.00	NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	----F--		1		\$260.00		0.00					
		Week: 09/15/14	09/21/14	M-W-F--		3		\$260.00		0.00					
9	All	09/15/14	09/21/14	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	-T-T---	:30	2	\$145.003		0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	-T-T---		2		\$145.00		0.00					
10	All	09/15/14	09/21/14	Who Wants to Be A Milli Who Wants to Be A Million	GM	M-F 1130a-12p	--W----	:30	1	\$60.006		0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	--W----		1		\$60.00		0.00					
11	All	09/12/14	09/21/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	1	\$160.004		0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	----F--		1		\$160.00		0.00					
		Week: 09/15/14	09/21/14	-T-T---		2		\$160.00		0.00					
12	All	09/15/14	09/21/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	M-----	:30	1	\$125.005		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	M-----		1		\$125.00		0.00					
13	All	09/15/14	09/21/14	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	-T-----	:30	1	\$85.005		0.00	NM	1	\$85.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	All	09/15/14	09/21/14	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	-T-----	:30	1	\$85.005		0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-T-----		1				\$85.00		0.00			
14	All	09/12/14	09/21/14	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	1	\$140.004		0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----F--		1				\$140.00		0.00			
		Week: 09/15/14	09/21/14	M-W-F--		3				\$140.00		0.00			
15	All	09/12/14	09/21/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	1	\$140.005		0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----F--		1				\$140.00		0.00			
		Week: 09/15/14	09/21/14	-T-T---		2				\$140.00		0.00			
16	All	09/12/14	09/21/14	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	1	\$190.004		0.00	NM	6	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----F--		1				\$190.00		0.00			
		Week: 09/15/14	09/21/14	MTWTF--		5				\$190.00		0.00			
17	All	09/12/14	09/14/14	News 4 @ 5p M-F News 4 @ 5p W-F	CM	W-F 5p-530p	----F--	:30	1	\$340.004		0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----F--		1				\$340.00		0.00			
18	All	09/15/14	09/21/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M-W-F--	:30	3	\$300.004		0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	M-W-F--		3				\$300.00		0.00			
19	All	09/15/14	09/21/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-T-TF--	:30	3	\$500.004		0.00	NM	3	\$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: 09/15/14	09/21/14	-T-TF--		3				\$500.00		0.00			
20	All	09/15/14	09/21/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-W----	:30	2	\$400.004		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	M-W----		2				\$400.00		0.00			
N21	All	09/15/14	09/21/14	Monday Prime A Monday Prime A	CM	M 7p-8p	M-----	:30	1	\$1,400.005		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	M-----		1				\$1,400.00		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	All	09/15/14-09/21/14	Monday Prime A		M 7p-8p				M-----	:30	<del>(\$1,400.00)</del>	0.00	NM	
				Credited											
				[3 hour program Scheduled re ordering in Wednesday 7-9PM]											
22	All	09/15/14	09/21/14	Tuesday Prime 2hr 8p-10M Tuesday Prime 2hr 8p-10p	CM	Tu 8p-10p	-T-----	:30	1	\$1,800.003		0.00	NM	1	\$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: 09/15/14	09/21/14	-T-----		1				\$1,800.00		0.00			
23	All	09/15/14	09/21/14	Wednesday Prime 2hr 7p-9M Wednesday Prime 2hr 7p-9p	CM	W 7p-9p	--W----	:30	1	\$1,400.003		0.00	NM	1	\$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: 09/15/14	09/21/14	--W----		1				\$1,400.00		0.00			
24	All	09/15/14	09/21/14	Thursday Prime 2hr 7p-9M Thursday Prime 2hr 7p-9p	CM	Th 7p-9p	---T---	:30	1	\$1,000.004		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: 09/15/14	09/21/14	---T---		1				\$1,000.00		0.00			
25	All	09/12/14	09/14/14	Friday Prime 2hr 8p-10p Friday Prime 2hr 8p-10p	CM	F 8p-10p	----F--	:30	1	\$800.004		0.00	NM	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: 09/08/14	09/14/14	----F--		1				\$800.00		0.00			

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26	All	09/12/14	09/14/14	News 4 @ 10p M-F News 4 @ 10p W-F	CM	W-F 10p-1035p	----F--	:30	1	\$575.004		0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----F--		1				\$575.00		0.00			
27	All	09/15/14	09/21/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-TW-F--	:30	3	\$525.004		0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TW-F--		3				\$525.00		0.00			
28	All	09/12/14	09/14/14	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	\$375.006		0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----S-		1				\$375.00		0.00			
29	All	09/15/14	09/21/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	M--T---	:30	2	\$230.004		0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	M--T---		2				\$230.00		0.00			
30	All	09/15/14	09/21/14	Late Night w/ Seth Meyers Late Night w/ Seth Meyers	CM	M-Th 1207a-107a	----F--	:30	1	\$45.005		0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	----F--		1				\$45.00		0.00			
N31	All	09/15/14	09/21/14	Wednesday Prime 2hr 7p Wednesday Prime 2hr 7p-9p	CM	W 7p-9p	--W----	:30	1	\$1,400.003		0.00	NM	1	\$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: 09/15/14	09/21/14	--W----		1				\$1,400.00		0.00			

\*Tax 1 Note: ABQ 7%.

Totals 59 \$20,645.00