



KFOR-TV

# ORDER

Print Date 02/13/12 Page 1 of 2

Flight Dates 02/13/12-02/26/12

Contract / Revision 518854 /

Original Date / Revision  
02/10/12 02/13/12

Advertiser Terry, Randall/D/President

Agency Offerman Media Consulting

Buying Contact

125 N Lincoln Ave  
Sterling, VA 20164

Product  
RANDALL TERRY/PRESID

Agency Com 15%

Billing Contact

125 N Lincoln Ave  
Sterling, VA 20164

Sales Office PHI-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09645121

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ab

Priority GEN2

Advertiser Ref

Primary Account Executive  
Fran Brown

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Fran Brown        | 100%   |            |          |

Order Share 38% Market Value 4947

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| KAFU              | %          | 0      |
| KAUT              | 12%        | 593    |
| KBCA              | %          | 0      |
| KETA              | %          | 0      |
| KOCB              | %          | 0      |
| KOCO              | %          | 0      |
| KOKH              | 48%        | 2374   |
| KOPX              | %          | 0      |
| KQOK              | %          | 0      |
| KSBI              | %          | 0      |
| KTBO              | %          | 0      |
| KWET              | %          | 0      |
| KWTV              | %          | 0      |
| UNKN              | 2%         | 98     |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| February 2012 | 5          | \$1,598.00 | \$1,880.00   | 0.00   | 01/30/12   | 02/16/12 | 5       | \$1,598.00 | \$1,880.00   |
| Totals        | 5          | \$1,598.00 | \$1,880.00   | 0.00   |            |          |         |            |              |

Paid for by: Randall Terry for President

| Ln    | Ch | Start             | End             | Inventory Code                    | Break  | Start/End Time | Days              | Len | Spots | Rate        | Pri  | Rtg           | Type | Spots | Amount   |
|-------|----|-------------------|-----------------|-----------------------------------|--------|----------------|-------------------|-----|-------|-------------|------|---------------|------|-------|----------|
| E 1   | 4  | 02/14/12          | 02/14/12        | News @ 5pm<br>NewsChannel 4 @ 5PM | CM-All | 5-530pm        | -T-----           | :30 | 1     | \$500.00    | GEN2 | 0.00          | NM   | 1     | \$500.00 |
| NEWS  |    |                   |                 |                                   |        |                |                   |     |       |             |      |               |      |       |          |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                   |        |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |          |
| Week: |    | 02/13/12          | 02/19/12        | -T-----                           |        |                | 1                 |     |       | \$500.00    |      | 0.00          |      |       |          |
| E 2   | 4  | 02/15/12          | 02/15/12        |                                   | CM-All | 9-10pm         | --W----           | :30 | 1     | \$950.00    | GEN2 | 0.00          | NM   | 1     | \$950.00 |



Contract / Revision      **518854**      Flight Dates 02/13/12-02/26/12

### Hiatus Dates

Original Date / Revision    02/10/12/    02/13/12

Order Sep      00:15:00

Advertiser **Terry, Randall/D/President** Product **RANDALL TERRY/PRESID** Estimate #

| Ln           | Ch | Start             | End             | Inventory Code          | Break  | Start/End Time    | Days        | Len         | Spots | Rate          | Pri | Rtg | Type | Totals<br>SpotsAmount |            |            |
|--------------|----|-------------------|-----------------|-------------------------|--------|-------------------|-------------|-------------|-------|---------------|-----|-----|------|-----------------------|------------|------------|
|              |    |                   |                 | Wed 9-10pm              |        |                   |             |             |       |               |     |     |      |                       |            |            |
|              |    |                   |                 | Wed 9-10pm              |        |                   |             |             |       |               |     |     |      |                       |            |            |
| LAW & ORDER  |    |                   |                 |                         |        |                   |             |             |       |               |     |     |      |                       |            |            |
|              |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u> |             | <u>Rate</u> |       | <u>Rating</u> |     |     |      |                       |            |            |
| Week:        |    | 02/13/12          | 02/19/12        | --W----                 |        | 1                 |             | \$950.00    |       | 0.00          |     |     |      |                       |            |            |
| E 3          | 4  | 02/16/12          | 02/16/12        | Tonight Show            | CM-All | 1035-1137pm       | ---T---     | :30         | 1     | \$275.00      | GEN | 2   | 0.00 | NM                    | 1 \$275.00 |            |
|              |    |                   |                 | Tonight Show            |        |                   |             |             |       |               |     |     |      |                       |            |            |
| TONIGHT SHOW |    |                   |                 |                         |        |                   |             |             |       |               |     |     |      |                       |            |            |
|              |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u> |             | <u>Rate</u> |       | <u>Rating</u> |     |     |      |                       |            |            |
| Week:        |    | 02/13/12          | 02/19/12        | ---T---                 |        | 1                 |             | \$275.00    |       | 0.00          |     |     |      |                       |            |            |
| E 4          | 4  | 02/16/12          | 02/16/12        | Late Night w/ Fallon    | CM-All | 1137p-1236a       | ---T---     | :30         | 1     | \$115.00      | GEN | 1   | 0.00 | NM                    | 1 \$115.00 |            |
|              |    |                   |                 | Late Night w/ Fallon    |        |                   |             |             |       |               |     |     |      |                       |            |            |
| LATE NIGHT   |    |                   |                 |                         |        |                   |             |             |       |               |     |     |      |                       |            |            |
|              |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u> |             | <u>Rate</u> |       | <u>Rating</u> |     |     |      |                       |            |            |
| Week:        |    | 02/13/12          | 02/19/12        | ---T---                 |        | 1                 |             | \$115.00    |       | 0.00          |     |     |      |                       |            |            |
| E 5          | 4  | 02/16/12          | 02/16/12        | Last Call w/Carson Daly | CM-All | 1236-105am        | M-TH---T--- | :30         | 1     | \$40.00       | GEN | 1   | 0.00 | NM                    | 1 \$40.00  |            |
|              |    |                   |                 | Last Call w/Carson Daly |        |                   |             |             |       |               |     |     |      |                       |            |            |
| CARSON DALY  |    |                   |                 |                         |        |                   |             |             |       |               |     |     |      |                       |            |            |
|              |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u> |             | <u>Rate</u> |       | <u>Rating</u> |     |     |      |                       |            |            |
| Week:        |    | 02/13/12          | 02/19/12        | ---T---                 |        | 1                 |             | \$40.00     |       | 0.00          |     |     |      |                       |            |            |
|              |    |                   |                 |                         |        |                   |             |             |       |               |     |     |      | Totals                | 5          | \$1,880.00 |