

TXF 421 TV Taxfighters for Brian Dahle for Senate

Revision #: Date: 2/26/2019

Client: Taxfighters for Brian Dahle for Senate
Media: 2019 Sponsored by the California Correctional Peace Officers Association
Product: Brian Dahle for SD1
Market: Chico
Primary Demo: Adults 50+
Separation between spots: 15
Estimate: 421
Description: TXF 421 TV Taxfighters for Brian Dahle For Senate
Flight Start Date: 2/25/2019 03:00 AM
Flight End Date: 3/25/2019 02:59 AM
Survey: Feb18 DMA Custom Live+1
Buyer: Otilia Brelan
Vendor: KHSL-TV
Send Billing To: Misfit
1631 Alhambra Blvd Suite 120
Sacramento, CA 95816
Phone: 916-290-9660
Fax: 916-231-0063
Contact: Trisha Garcia
E-Mail: TGarcia@ActionNewsNow.com
Phone: 530-893-6570

Affiliation: CBS

Estimate Comments: Campaign: Brian Dahle for Senate District 1 2019
Flight Dates: 2/28/2019 to 3/25/2019

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Dur | Wks 2/25 | 3/4 | 3/11 | 3/18 | Total Spots | Adults 50+ Rtg/CPP |
|----------------|--|--------------|-----------|----------|-----|----------|-----|------|------|-------------|---------------------------|
| KHSL-TV | | | | | | | | | | | |
| 32 | ThF 6:00a- 7:00a Action News @ 6a | EM | \$60.00 | \$51.00 | 30 | 2 | 0 | 0 | 0 | 2 | 1.8 \$33.33 \$28.33 |
| 33 | MTuWThF 6:00a- 7:00a Action News @ 6a | EM | \$60.00 | \$51.00 | 30 | 0 | 6 | 6 | 6 | 18 | 1.8 \$33.33 \$28.33 |
| 34 | ThF 7:00a- 9:00a CBS This Morning | EM | \$70.00 | \$59.50 | 30 | 4 | 0 | 0 | 0 | 4 | 2.2 \$31.82 \$27.05 |
| 35 | MTuWThF 7:00a- 9:00a CBS This Morning | EM | \$70.00 | \$59.50 | 30 | 0 | 8 | 8 | 8 | 24 | 2.2 \$31.82 \$27.05 |
| 36 | ThF 12:00p-12:30p Action News Now @ 12p | DT | \$150.00 | \$127.50 | 30 | 2 | 0 | 0 | 0 | 2 | 3.0 \$50.00 \$42.50 |

Signature: 



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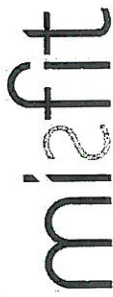
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| KHSL-TV | | | | | | | | | | | |
| 37 | MTuWThF 12:00p-12:30p Action News Now @ 12p | DT | \$150.00 | \$127.50 | 30 | 0 | 6 | 6 | 6 | 18 | 3.0 \$50.00 \$42.50 |
| 38 | ThF 11:00p-11:35p Action News Now @ 11p | LN | \$90.00 | \$76.50 | 30 | 2 | 0 | 0 | 0 | 2 | 2.2 \$40.91 \$34.77 |
| 39 | MTuWThF 11:00p-11:35p Action News Now @ 11p | LN | \$90.00 | \$76.50 | 30 | 0 | 5 | 5 | 5 | 15 | 2.2 \$40.91 \$34.77 |
| 40 | Sa 9:00a-6:30p NCAA Round 2 | SP | \$100.00 | \$85.00 | 30 | 0 | 0 | 0 | 1 | 1 | 2.4 \$41.67 \$35.42 |
| 41 | Sa 6:00p-6:30p Sa Action News Now @ 6p | EN | \$100.00 | \$85.00 | 30 | 1 | 1 | 1 | 1 | 4 | 4.4 \$22.73 \$19.32 |

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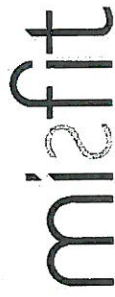
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|---------|--|--------------|-----------|---------|-----|----------|-----|------|------|-------------|---------------------------|
| 42 | KHSL-TV Sa 6:30p- 7:00p CBS Evening News Sat | EN | \$100.00 | \$85.00 | 30 | 1 | 1 | 1 | 1 | 4 | 4.6 \$21.74 \$18.48 |
| 43 | Sa 7:00p- 8:00p Family Feud Weekend | PA | \$75.00 | \$63.75 | 30 | 1 | 1 | 1 | 1 | 4 | 2.6 \$28.85 \$24.52 |
| 44 | Sa 11:00p-11:30p Action News Now @ 11p Sat | LN | \$75.00 | \$63.75 | 30 | 1 | 1 | 1 | 1 | 4 | 2.6 \$28.85 \$24.52 |
| 45 | Su 8:30a- 9:30a Face the Nation | EM | \$100.00 | \$85.00 | 30 | 1 | 1 | 1 | 1 | 4 | 2.0 \$50.00 \$42.50 |
| 46 | Su 9:00a- 4:15p NCAA Round 2 | SP | \$100.00 | \$85.00 | 30 | 0 | 0 | 0 | 1 | 1 | 2.4 \$41.67 \$35.42 |

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| 47 | KHSL-TV Su 6:00p-6:30p Action News Now @ 6p Su | EN | \$100.00 | \$85.00 | 30 | 0 1 0 1 | 2 | 3.2 \$31.25 \$26.56 |
| 48 | Su 6:30p-7:00p CBS Evening News Sun | EN | \$100.00 | \$85.00 | 30 | 1 0 1 0 | 2 | 4.2 \$23.81 \$20.24 |
| 49 | Su 11:00p-11:30p Action News Now @ 11p Su | LN | \$75.00 | \$63.75 | 30 | 1 1 1 1 | 4 | 2.6 \$28.85 \$24.52 |
| Total Spots: 17 32 32 34 | | | | | | | 115 | |
| Total GRP/GIMP(000): 45.8 79.4 80.4 84.2 | | | | | | | | 289.8 \$35.85 \$30.47 |
| Total CPP/CPM: | | | | | | | | |
| Total Cost: | | | \$10,390.00 | | | | 115 | |

Disclaimer:

Signature:



California TV
KHSN/CBS
3460 Silverbell Rd
Chico, CA 95973

MISFIT
MARKETPLACE COMMUNICATION
C/O PUSH MARKETING INC.
P.O. BOX 2950
SACRAMENTO, CA 95812

Contract # 51745

Schedule Dates

02/28/19-03/24/19

Advertiser

PROP: TAXFIGHTERS FOR BRIAN DAHLE FOR SENATE

Agency

MISFIT (1766)

Product

POL: Political Action Committee (1193)

Brand

Est. 421 (21642)

Salesperson

Garcia, Trisha (1082)

Sales Office

KNNV/KHSL/CW

Buyer Name

BRETAN, OTILIA

Phone/Fax

/

CPE

1766/1193/421

Account Types

Local/Political

Billing Type

Standard

Comments

02/27/19

Date Entered

02/27/19

Last Modified

02/27/19

CO-OP

No

Headline #

Normal

Demo

15.00

Order Type

Commission

Package Deal

Net Total

Commission %

Sales Tax

\$1,558.50

\$8,831.50

CBS (KHSL)

By Broadcast Month

Mar. 2019

Grand Total:

Spots

115

Rate

\$10,390.00

02/27/19

Date Entered

02/27/19

Last Modified

02/27/19

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02/27/19

Date Entered

02/27/19

Last Modified

02/27/19

CO-OP

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Headline #

Normal

Demo

15.00

Order Type

Commission

Package Deal

Net Total

Commission %

Sales Tax

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02/27/19



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Product POL: Political Action Committee (1193)
Brand Est. 421 (21642)
Salesperson Garcia, Trisha (1082)
Sales Office KNNV/KHSL/CW
Buyer Name BRETAN, OTILIA
Phone/Fax /
CPE 1766/1193/421
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 02/27/19
Last Modified 02/27/19
CO-OP No
Headline #
Demo Normal
Order Type
Package Deal
Commission % 15.00
Commission \$1,558.50
Net Total \$8,831.50
Sales Tax

CBS (KHSL)

By Broadcast Month
Mar. 2019
Grand Total:
Spots 115
Rate \$10,390.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|---------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------|---------------------|---------|
| 11.0 | Normal Line / NEWS | 03/02/19-03/23/19 | 1 | :30 | 2010-4: CBS Evening News/CBS | | | | | | | 1 | | 4 | \$100.00 | \$400.00 | CBS (KHSL) | | 2/27/19 |
| 12.0 | Normal Line / SPOT | 03/02/19-03/23/19 | 1 | :30 | 7P- 8P (PST) | | | | | | | 1 | | 4 | \$75.00 | \$300.00 | CBS (KHSL) | FAMILY FEUD WEEKEND | 2/27/19 |
| 13.0 | Normal Line / NEWS | 03/02/19-03/23/19 | 1 | :30 | 11P- Action News Now @ 11pm/Wknd | | | | | | | 1 | | 4 | \$75.00 | \$300.00 | CBS (KHSL) | | 2/27/19 |
| 14.0 | Normal Line / NEWS | 03/03/19-03/24/19 | 1 | :30 | 2014-3: Face The Nation | | | | | | | | 1 | 4 | \$100.00 | \$400.00 | CBS (KHSL) | | 2/27/19 |
| 15.0 | Normal Line / NCAA Championship | 03/24/19-03/24/19 | 1 | :30 | 9A- NCAA Basketball Championship/CBS | | | | | | | | 1 | 1 | \$100.00 | \$100.00 | CBS (KHSL) | | 2/27/19 |
| 16.0 | Normal Line / NEWS | 03/10/19-03/10/19 | 1 | :30 | 2533-4: Action News Now @ 6pm/Wknd | | | | | | | | 1 | 1 | \$100.00 | \$100.00 | CBS (KHSL) | | 2/27/19 |
| 17.0 | Normal Line / NEWS | 03/24/19-03/24/19 | 1 | :30 | 2533-4: Action News Now @ 6pm/Wknd | | | | | | | | 1 | 1 | \$100.00 | \$100.00 | CBS (KHSL) | | 2/27/19 |
| 18.0 | Normal Line / NEWS | 03/03/19-03/03/19 | 1 | :30 | 2010-4: CBS Evening News/CBS | | | | | | | | 1 | 1 | \$100.00 | \$100.00 | CBS (KHSL) | | 2/27/19 |
| 19.0 | Normal Line / NEWS | 03/17/19-03/17/19 | 1 | :30 | 2010-4: CBS Evening News/CBS | | | | | | | | 1 | 1 | \$100.00 | \$100.00 | CBS (KHSL) | | 2/27/19 |
| 20.0 | Normal Line / NEWS | 03/03/19-03/24/19 | 1 | :30 | 2016-3: Action News Now @ 11pm/Wknd | | | | | | | | 1 | 4 | \$75.00 | \$300.00 | CBS (KHSL) | | 2/27/19 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: