

## ORDER



KMTV

**Orders**  
**Order / Rev:** 263957  
**Alt Order #:**  
**Product Desc:** Mello for Mayor  
**Estimate:** 4849  
**Flight Dates:** 03/28/17 - 04/04/17  
**Original Date / Rev:** 03/24/17 / 03/24/17  
**Order Type:** GENERAL

**Primary AE:** Erin Brody  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Beacon Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser Name:** Mello/Democrat/Mayor  
**Demographic:** A25-54  
**Product Codes:** PL State Candidate  
**Priority:** P-4  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/17	04/04/17	97	\$9,565.00	\$8,130.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2017	97	\$9,565.00	\$8,130.25	0.00
<b>Totals</b>	<b>97</b>	<b>\$9,565.00</b>	<b>\$8,130.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Brody	EWSDC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMTV	03/29/17	04/04/17	M-F 5-6am News M-F 5-6am News	CM	5-6am	-11-1--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	--1-1--		2				\$40.00		0.00			
		Week: 04/04/17	04/10/17	-1-----		1				\$40.00		0.00			
N 2	KMTV	03/28/17	04/04/17	M-F 6-7am News M-F 6-7am News	CM	6-7am	11111--	:30	5	\$75.00	P-3	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--		5				\$75.00		0.00			
		Week: 04/04/17	04/10/17	-1-----		1				\$75.00		0.00			
N 3	KMTV	03/28/17	04/04/17	M-F CBS This Morning M-F CBS This Morning	CM	7-9am	11111--	:30	5	\$75.00	P-3	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--		5				\$75.00		0.00			
		Week: 04/04/17	04/10/17	-1-----		1				\$75.00		0.00			
N 4	KMTV	04/01/17	04/01/17	Sa 6-8am Sa 6-8am	CM	6-8am	-----S-	:30	2	\$15.00	P-4	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S-		2				\$15.00		0.00			
N 5	KMTV	04/02/17	04/02/17	Su 8-930am Su 8-930am	CM	8-930am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 263957  
 Alt Order #:  
 Flight Dates: 03/28/17 - 04/04/17

Advertiser: Mello/Democrat/Mayor  
 Product Desc: Mello for Mayor  
 Estimate: 4849  
 KMTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KMTV	04/02/17	04/02/17	Su 8-930am Su 8-930am	CM	8-930am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$250.00		0.00			
N 6	KMTV	04/02/17	04/02/17	Su 930-1030am Su 930-1030am	CM	930-1030am	-----S	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$50.00		0.00			
N 7	KMTV	03/28/17	04/04/17	M-F 9-10am M-F 9-10am	CM	9-10am	11111--	:30	5	\$5.00	P-4	0.00	NM	6	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$5.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$5.00		0.00			
N 8	KMTV	03/28/17	04/04/17	M-F 10-11am M-F 10-11am	CM	10-11am	11111--	:30	5	\$150.00	P-3	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$150.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$150.00		0.00			
N 9	KMTV	03/28/17	04/04/17	M-F 11am-12pm M-F 11am-12pm	CM	11am-12pm	11111--	:30	5	\$75.00	P-4	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$75.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$75.00		0.00			
N 10	KMTV	03/28/17	04/04/17	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	11111--	:30	5	\$150.00	P-3	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$150.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$150.00		0.00			
N 11	KMTV	03/28/17	04/04/17	M-F 1230-1pm Bold & Beautiful	CM	1230-1pm	11111--	:30	5	\$140.00	P-3	0.00	NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$140.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$140.00		0.00			
N 12	KMTV	03/28/17	04/04/17	M-F 1-2pm The Talk	CM	1-2pm	11111--	:30	5	\$60.00	P-4	0.00	NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$60.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$60.00		0.00			
N 13	KMTV	03/28/17	04/03/17	M-F 2-3pm Let's Make A Deal	CM	2-3pm	11111--	:30	5	\$60.00	P-4	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$60.00		0.00			
N 14	KMTV	03/28/17	04/03/17	M-F 3-4pm Dr. Phil	CM	3-4pm	11111--	:30	5	\$70.00	P-4	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$70.00		0.00			
N 15	KMTV	03/28/17	04/03/17	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm (4:00 PM-4:30 PM)	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$75.00		0.00			
N 16	KMTV	03/28/17	04/03/17	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm (4:30 PM-5:00 PM)	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$75.00		0.00			
N 17	KMTV	03/28/17	04/03/17	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	11111--	:30	5	\$90.00	P-3	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11111--					5	\$90.00		0.00			
N 18	KMTV	03/28/17	04/04/17	M-F 6-630pm News	CM	6-630pm	11-1---	:30	3	\$120.00	P-3	0.00	NM	3	\$360.00

Order / Rev: 263957  
 Alt Order #:  
 Flight Dates: 03/28/17 - 04/04/17

Advertiser: Mello/Democrat/Mayor  
 Product Desc: Mello for Mayor  
 Estimate: 4849  
 KMTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-1-1---					2	\$120.00		0.00			
		Week: 04/04/17	04/10/17	-1-----					1	\$120.00		0.00			
N 19	KMTV	04/02/17	04/02/17	Su 530-6pm News	CM	530-6pm	-----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
Su 530-6pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$75.00		0.00			
N 20	KMTV	03/29/17	03/31/17	M-F 630-7pm	CM	630-7pm	--1-1--	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
M-F 630-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	--1-1--					2	\$50.00		0.00			
N 21	KMTV	03/28/17	04/03/17	M-F 10-1035pm News	CM	10-1035pm	11-1---	:30	3	\$185.00	P-3	0.00	NM	3	\$555.00
M-F 10-1035pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	11-1---					3	\$185.00		0.00			
N 22	KMTV	04/02/17	04/02/17	Su 10-1030pm News	CM	10-1030pm	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
Su 10-1030pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$150.00		0.00			
N 23	KMTV	03/29/17	03/31/17	M-F 1035-1137pm	CM	1035-1137pm	--1-1--	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
M-F 1035-1137pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	--1-1--					2	\$50.00		0.00			
N 24	KMTV	04/02/17	04/02/17	Su 1030-1105pm	CM	1030-1105pm	-----S	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
Su 1030-1105pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$35.00		0.00			
N 25	KMTV	04/02/17	04/02/17	Su 1105-1135pm	CM	1105-1135pm	-----S	:30	1	\$10.00	P-4	0.00	NM	1	\$10.00
Su 1105-1135pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$10.00		0.00			
N 26	KMTV	03/30/17	03/30/17	Thursday Prime C	CM	9-10pm	---T---	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
Thursday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	---T---					1	\$350.00		0.00			
N 27	KMTV	03/31/17	03/31/17	Friday Prime A	CM	7-8pm	----F--	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
Friday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	----F--					1	\$400.00		0.00			
N 28	KMTV	04/02/17	04/02/17	Sunday Prime A	CM	6-7pm	-----S	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
Sunday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/17	04/03/17	-----S					1	\$750.00		0.00			
													Totals	97	\$9,565.00