

# ORDER



**Orders**  
**Order / Rev:** 59054  
**Alt Order #:** WOC10154286  
**Product Desc:** DAVID VALADAO FOR CA-21/CMS 302  
**Estimate:** C07C13  
**Flight Dates:** 10/06/14 - 10/12/14  
**Original Date / Rev:** 09/12/14 / 09/30/14  
**Order Type:** GEN

**KFSN-TV**

**Primary AE:** Christopher Larcade  
**Sales Office:** N-PH  
**Sales Region:** National

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Ave.  
 Alexandria, VA 22301

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

**Advertiser Name:** Valadao for Congress  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-CAND

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/12/14	51	\$17,675.00	\$15,023.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	51	\$17,675.00	\$15,023.75	0.00
<b>Totals</b>	<b>51</b>	<b>\$17,675.00</b>	<b>\$15,023.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KFSN-TV	40%	\$17,675.00
Market	100%	\$44,187.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KFTV	0%	\$0.00
KGPE	35%	\$15,465.62
KMPH	5%	\$2,209.38
KSEE	20%	\$8,837.50
NFSN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KFSN	10/06/14	10/10/14	M-F 9a-10a Live with Kelly (Program: KELLY & MICHAEL)	CM	Cc 9a-10a	----1--	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/06/14	10/12/14	----1--		1		\$150.00		0.00					
E 2	KFSN	10/06/14	10/10/14	M-F GMA Tu-F GMA (Program: GMA)	CM	Cc 7a-9a	-2222--	:30	8	\$275.00	P-03	0.00	NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/06/14	10/12/14	-2222--		8		\$275.00		0.00					
E 3	KFSN	10/06/14	10/11/14	Sa GMA Sa GMA	CM	Cc 7a-8a	-----2-	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00

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 Estimate: C07C13  
**KFSN-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: SAT GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----2-					2	\$200.00		0.00			
E 4	KFSN	10/06/14	10/10/14	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	-2222--	:30	8	\$275.00	P-03	0.00	NM	8	\$2,200.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-2222--					8	\$275.00		0.00			
E 5	KFSN	10/06/14	10/10/14	M-F 6p News Tu-F Action News Live 6p	CM	Cc 6p-630p	-1111--	:30	4	\$475.00	P-03	0.00	NM	4	\$1,900.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-1111--					4	\$475.00		0.00			
E 6	KFSN	10/06/14	10/11/14	Sa 1135p-1235a Private Practice	CM	Cc 1135p-1235a	-----2-	:30	2	\$25.00	P-03	0.00	NM	2	\$50.00
(Program: PRIVATE PRACTICE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----2-					2	\$25.00		0.00			
E 7	KFSN	10/06/14	10/12/14	Su 1135p-1235a Castle	CM	Cc 1135p-1235a	-----2	:30	2	\$25.00	P-03	0.00	NM	2	\$50.00
(Program: CASTLE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----2					2	\$25.00		0.00			
E 8	KFSN	10/06/14	10/10/14	Fri Prime Hour A Last Man Standing	CM	Cc 8p-9p	----2--	:30	2	\$700.00	P-03	0.00	NM	2	\$1,400.00
(Program: LAST MAN STANDING/CRISTELLA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	----2--					2	\$700.00		0.00			
E 9	KFSN	10/06/14	10/08/14	Wed Prime Hour B Modern Family/Blackish	CM	Cc 9p-10p	--1----	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
(Program: MODERN FAMILY/BLACKISH)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--1----					1	\$1,500.00		0.00			
E 10	KFSN	10/06/14	10/11/14	Nascar Prime (4:30 PM-8:00 PM)	CM	Cc 4:30 PM-8:00 PM (4:30 PM-8:00 PM)	-----3-	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
(Program: NASCAR CHARLOTTE) 430-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----3-					3	\$500.00		0.00			
N 11	KFSN	10/06/14	10/12/14	M-F 5p News Action News at 5p	CM	Cc 5p-530p	-TWTF--	:30	4	\$450.00	P-03	0.00	NM	4	\$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:		10/06/14	10/12/14	-TWTF--					4	\$450.00		0.00			
N 12	KFSN	10/06/14	10/12/14	M-F 630p News Action News at 630p	CM	Cc 630p-7p	-TWTF--	:30	4	\$475.00	P-03	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--					4	\$475.00		0.00			
N 13	KFSN	10/06/14	10/12/14	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	---TF--	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	---TF--					2	\$200.00		0.00			
N 14	KFSN	10/06/14	10/12/14	M-Su 11p News Action News M-Su 11-1135p	CM	Cc 11p-1135p	-TWFSS	:30	6	\$275.00	P-03	0.00	NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWFSS					6	\$275.00		0.00			
N 15	KFSN	10/06/14	10/12/14	Sa Day Game 2 College Sa Day Game 2 College FB	CM	Cc 12:30 PM-4:00 PM (12:30 PM-4:00 PM)	-----S-	:30	1	\$450.00	P-03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-					1	\$450.00		0.00			
N 16	KFSN	10/06/14	10/12/14	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	-T-----	:30	1	\$125.00	P-03	0.00	NM	1	\$125.00

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N 16	KFSN	10/06/14	10/12/14	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	-T-----	:30	1	\$125.00	P-03	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: 10/06/14	10/12/14	-T-----		1				\$125.00		0.00			
													Totals	51	\$17,675.00