

# ORDER



**Orders**  
**Order / Rev:** 57930  
**Alt Order #:** WOC10150989  
**Product Desc:** DAVID VALADAO FOR CA-21  
**Estimate:** 923929  
**Flight Dates:** 09/29/14 - 09/29/14  
**Original Date / Rev:** 09/03/14 / 09/03/14  
**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, GEN

**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	09/29/14	8	\$6,175.00	\$5,248.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	8	\$6,175.00	\$5,248.75	0.00
<b>Totals</b>	<b>8</b>	<b>\$6,175.00</b>	<b>\$5,248.75</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%	\$6,175.00
Market	100%	\$15,437.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KFTV	0%	\$0.00
KGPE	35%	\$5,403.12
KMPH	5%	\$771.88
KSEE	20%	\$3,087.50
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	09/29/14	09/29/14	M-F 9a-10a M Live with Kelly	CM	Cc 9a-10a	1-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
(Program: LIVE KELLY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	1-----			1		\$150.00		0.00				
E 2	KFSN	09/29/14	09/29/14	M-F 6a-7a Local News M Action News AM Live	CM	Cc 6a-7a	1-----	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	1-----			1		\$275.00		0.00				
E 3	KFSN	09/29/14	09/29/14	M-F GMA M GMA	CM	Cc 7a-9a	1-----	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00

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 Flight Dates: 09/29/14 - 09/29/14

Advertiser: Valadao for Congress  
 Product Desc: DAVID VALADAO FOR CA-21  
 Estimate: 923929  
**KFSN-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	1-----					1	\$275.00		0.00			
E 4	KFSN	09/29/14	09/29/14	M-F 6p News M Action News Live at 6p	CM	Cc 6p-630p	1-----	:30	1	\$475.00	P-03	0.00	NM	1	\$475.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	1-----					1	\$475.00		0.00			
E 5	KFSN	09/29/14	09/29/14	Mon Prime Other A Dancing With The Stars	CM	Cc 8:00 PM-10:00 PM (8:00 PM-10:00 PM)	2-----	:30	2	\$1,500.00	P-03	0.00	NM	2	\$3,000.00
(Program: DWTS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	2-----					2	\$1,500.00		0.00			
E 6	KFSN	09/29/14	09/29/14	Mon Prime Hour C Castle	CM	Cc 10p-11p	2-----	:30	2	\$1,000.00	P-03	0.00	NM	2	\$2,000.00
(Program: CASTLE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	2-----					2	\$1,000.00		0.00			
													Totals	8	\$6,175.00