

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
Totals	8	\$6,175.00	\$5,248.75	0.00

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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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