

New Order

Agency: SRCP Media
Office: Alexandria
Client: 74 - Cassidy For Senate
Product: 161 - Tu-Mon week
Piggyback Product:
Estimate: 478 - Cassidy week 8/26

Station: KLAX-TV
Order Type: Normal
Cancel Date:

Received in ePort: 7/9/2014 8:48:09 PM

Flight Start: 08/26/2014
Flight End: 09/01/2014
Hiatus:

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: KLAX-TV
AE: John Matherne
Phone:
OrderID: 3352155
Status: Pending Review

Airtime Dollars: \$1,665.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$1,665.00
Total Spots: 64

MarketShare:

Weekly Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 8/26 | Total Spots | Rtg | CPP | Imp | CPM |
|---------|-------------------------------------|----------|----------|-----|-----|------------------------|-------------|-----|-----|-----|-----|
| 1 | TuWThFM 7A-9A GD MRN AMR-ABC | EM | \$20.00 | C | 30 | 20 | 20 | | | | |
| 2 | TuWThFM 9A-10A DR. OZ< | DT | \$15.00 | C | 30 | 6 | 6 | | | | |
| 3 | TuWThFM 10A-11A VIEW-ABC< | DT | \$15.00 | C | 30 | 8 | 8 | | | | |
| 4 | TuWThFM 2P-3P DR. OZ | DT | \$15.00 | C | 30 | 8 | 8 | | | | |
| 5 | TuWThFM 6P-6:30P ABC31 NWS @ 6 | EN | \$30.00 | C | 30 | 5 | 5 | | | | |
| 6 | TuWThFM 6:30P-7P ENT TONIGHT 30 | EN | \$25.00 | C | 30 | 5 | 5 | | | | |
| 7 | TuWThFM 10P-10:30P ABC31 NWS @10 | PT | \$30.00 | C | 30 | 5 | 5 | | | | |
| 8 | Th 7P-8P QUEST | PA | \$200.00 | C | 30 | 1 | 1 | | | | |
| 9 | F 9P-10P 20/20 | PT | \$200.00 | C | 30 | 1 | 1 | | | | |
| 10 | Sa 7A-8A GD MRN-SAT-ABC | RT | \$15.00 | C | 30 | 2 | 2 | | | | |
| 11 | Su 7A-8A GD MRN-SUN-ABC | RT | \$30.00 | C | 30 | 2 | 2 | | | | |
| 12 | Su 8A-9A THIS WEEK-ABC | RT | \$20.00 | C | 30 | 1 | 1 | | | | |
| | | | | | | Total Spots: 64 | | | | | |

New Order (Page 2)

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| Line | Daypart | DPT | | | | | | Total | | | | |
|--|-----------|------|------|-----|-----|------|--|-------|-----|-----|-----|-----|
| No | (Program) | Code | Rate | C/T | Len | 8/26 | | Spots | Rtg | CPP | Imp | CPM |
| Cash\$ - Spots: \$1,665.00 - 64 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$1,665.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00 | | | | | | | | | | | | |