

# Revision, Version 2

**Agency:** SRCP Media  
**Office:** Alexandria  
**Client:** 74 - Cassidy For Senate  
**Product:** 212 - Sked A

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

**Flight Start:** 10/21/2014  
**Flight End:** 10/27/2014  
**Hiatus:**

**Piggyback Product:**

**Estimate:** 587 - Cassidy 10/21 all - A for NOL SHRE LAF  
**Received in ePort:** 9/17/2014 2:01:22 PM

**Airtime Dollars:** \$4,125.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$4,125.00  
**Total Spots:** 71

**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:** 3504895  
**Status:** Revised Pending Review

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/21	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 7A-9A GD MRN AMR-ABC	EM	\$40.00	C	30	10	10				
REDUCE TO 10ZX											
2	TuWThFM 9A-10A DR. OZ<	DT	\$30.00	C	30	10	10				
3	TuWThFM 10A-11A VIEW-ABC<	DT	\$20.00	C	30	10	10				
4	TuWThFM 1P-2P GENRL HOSPITAL<	DT	\$25.00	C	30	5	5				
5	TuWThFM 2P-3P DR. OZ	DT	\$20.00	C	30	10	10				
6	TuWThFM 6P-6:30P ABC31 NWS @ 6	EN	\$60.00	C	30	5	5				
7	TuWThFM 6:30P-7P ENT TONIGHT 30	EN	\$40.00	C	30	5	5				
8	M 7P-9P DWTS	PA	\$500.00	C	30	1	1				
9	M 9P-10P CASTLE	PT	\$400.00	C	30	1	1				
10	TuWThFM 10P-10:30P ABC31 NWS @10	PT	\$60.00	C	30	5	5				
11	Th 7P-8P GREYS ANATOMY	PA	\$400.00	C	30	1	1				

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SHRE LAF

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/21	Total Spots	Total			
								Rtg	CPP	Imp	CPM
12	F 9P-10P 20/20	PT	\$300.00	C	30	1	1				
13	Sa 7A-8A GD MRN-SAT-ABC	RT	\$40.00	C	30	2	2				
14	Sa 6:30P-7P ENT TONIGHT 60	EN	\$30.00	C	30	1	1				
15	Su 7A-8A GD MRN-SUN-ABC	RT	\$40.00	C	30	2	2				
16	Su 8A-9A THIS WEEK-ABC	RT	\$60.00	C	30	1	1				
17	Su 8P-9P RESURECTION	PT	\$250.00	C	30	1	1				
Total Spots:						71					
Cash\$ - Spots: \$4,125.00 - 71    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$4,125.00    Total GRP - CPP: 0.0 - \$0.00    Total GIMP(000) - CPM: 0 - \$0.00											