

Revision, Version 2

Agency: SRCP Media
Office: Alexandria
Client: 74 - Cassidy For Senate
Product: 207 - TU-Mo and Sked A in NOL
Piggyback Product:
Estimate: 583 - Cassidy 10/7 ALL & NOL A

Station: KLAX-TV
Order Type: Normal
Cancel Date:
Received in ePort: 9/17/2014 1:24:35 PM

Flight Start: 10/07/2014
Flight End: 10/13/2014
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: 3504887
Status: Revised Pending Review

Airtime Dollars: \$4,025.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$4,025.00
Total Spots: 75

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/7	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 7A-9A GD MRN AMR-ABC	EM	\$40.00	C	30	20	20				
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	5	5				
REDUCE 5X											
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	0	0				
DELETE											
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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 Product: 207 - TU-Mo and Sked A in NOL
 Flight End: 10/13/2014

Order ID: 3504887
 Estimate: 583 - Cassidy 10/7 ALL & NOL A
 Received in ePort: 9/17/2014 1:24:35 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/7	Total Spots	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: 75

Cash\$ - Spots: \$4,025.00 - 75 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$4,025.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00

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

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

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

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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Station: KLAX-TV
Product: 212 - Sked A

Order ID: 3504895
Estimate: 587 - Cassidy 10/21 all - A for NOL
SHRE LAF

Flight Start: 10/21/2014

Flight End: 10/27/2014

Received in ePort: 9/17/2014 2:01:22 PM

Line	Daypart	DPT					Total				
No	(Program)	Code	Rate	C/T	Len	10/21	Spots	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