

# ORDER



**Orders**  
**Order / Rev:** 195629  
**Alt Order #:**  
**Product Desc:** 9/23-9/29 order  
**Estimate:** 50  
**Flight Dates:** 09/23/13 - 09/29/13  
**Original Date / Rev:** 09/17/13 / 09/17/13  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** Screen Strategies Media  
**Buying Contact:** Kyle Osterhour  
**Billing Contact:**  
 15409 Whitechapel Ct.  
 Centreville, VA 20120

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Pete Dinelli for Mayor  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 08/31/14  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/13	09/29/13	47	\$10,145.00	\$8,623.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2013	47	\$10,145.00	\$8,623.25	0.00
<b>Totals</b>	<b>47</b>	<b>\$10,145.00</b>	<b>\$8,623.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	25%	\$10,145.00
Market	100%	\$40,580.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	75%	\$30,435.00

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Order / Rev: 195629

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Flight Dates: 09/23/13 - 09/29/13

Advertiser: Pete Dinelli for Mayor

Product Desc: 9/23-9/29 order

Estimate: 50

**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KOB	09/23/13	09/29/13	News 4 Today I 5a-530a	CM	M-F 5a-530a	---T---	:30	1	\$85.006		0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	---T---		1			\$85.00			0.00			
N 2	KOB	09/23/13	09/29/13	News 4 Today I 530a-6a	CM	M-F 530a-6a	--W----	:30	1	\$145.006		0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	--W----		1			\$145.00			0.00			
N 3	KOB	09/23/13	09/29/13	News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-T---	:30	3	\$350.004		0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	MT-T---		3			\$350.00			0.00			
N 4	KOB	09/23/13	09/29/13	M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	5	\$270.005		0.00	NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	MTWTF--		5			\$270.00			0.00			
N 5	KOB	09/23/13	09/29/13	Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$70.006		0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	-----S		1			\$70.00			0.00			
N 6	KOB	09/23/13	09/29/13	M-F Today Show II 9a	CM	M-F 9a-10a	M-W----	:30	2	\$125.005		0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	M-W----		2			\$125.00			0.00			
N 7	KOB	09/23/13	09/29/13	M-F Today Show III 10a	CM	M-F 10a-11a	----F--	:30	1	\$75.005		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	----F--		1			\$75.00			0.00			
N 8	KOB	09/23/13	09/29/13	Good Day New Mexico 11a	CM	M-F 11a-1130a	-T-----	:30	1	\$55.006		0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	-T-----		1			\$55.00			0.00			
N 9	KOB	09/23/13	09/29/13	News 4 @ Midday M-F	CM	M-F 12noon-1p	--WT---	:30	2	\$75.005		0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	--WT---		2			\$75.00			0.00			
N 10	KOB	09/23/13	09/29/13	OMG! Insider 3p	CM	M-F 3p-330p	-T-TF--	:30	3	\$70.006		0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	-T-TF--		3			\$70.00			0.00			
N 11	KOB	09/23/13	09/29/13	Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	5	\$70.006		0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	MTWTF--		5			\$70.00			0.00			
N 12	KOB	09/23/13	09/29/13	Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	\$95.005		0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	MTWTF--		5			\$95.00			0.00			
N 13	KOB	09/23/13	09/29/13	News 4 @ 5p M-F	CM	M-F 5p-530p	-TW-F--	:30	3	\$270.005		0.00	NM	3	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/23/13	09/29/13	-TW-F--		3			\$270.00			0.00			

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	KOB	09/23/13	09/29/13	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p	M-----	:30	1	\$330.00	5	0.00	NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	M-----		1			\$330.00			0.00			
N 15	KOB	09/23/13	09/29/13	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-T-T---	:30	2	\$405.00	4	0.00	NM	2	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	-T-T---		2			\$405.00			0.00			
N 16	KOB	09/23/13	09/29/13	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-----	:30	1	\$240.00	6	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	M-----		1			\$240.00			0.00			
N 17	KOB	09/23/13	09/29/13	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----S-	:30	1	\$170.00	5	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	-----S-		1			\$170.00			0.00			
N 18	KOB	09/23/13	09/29/13	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M-----	:30	1	\$990.00	4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	M-----		1			\$990.00			0.00			
N 19	KOB	09/23/13	09/29/13	Wednesday Prime 2hr 8p-10p Wednesday Prime 2hr 8p-10p	CM	W 8p-10p	--W----	:30	1	\$585.00	5	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	--W----		1			\$585.00			0.00			
N 20	KOB	09/23/13	09/29/13	Friday Prime 2hr 8p-10p Friday Prime 2hr 8p-10p	CM	F 8p-10p	----F--	:30	1	\$450.00	5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	----F--		1			\$450.00			0.00			
N 21	KOB	09/23/13	09/29/13	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-T--F--	:30	2	\$495.00	4	0.00	NM	2	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	-T--F--		2			\$495.00			0.00			
N 22	KOB	09/23/13	09/29/13	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	M-WT---	:30	3	\$160.00	4	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	M-WT---		3			\$160.00			0.00			
N 23	KOB	09/23/13	09/29/13	Late Night w/Jimmy Fallon Late Night w/Jimmy Fallon	CM	M-Th 1207a-107a	----F--	:30	1	\$25.00	5	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/23/13	09/29/13	----F--		1			\$25.00			0.00			

\*Tax 1 Note: ABQ 7%.

Totals 47 \$10,145.00