

# ORDER



**KAUZ**

**Orders**  
**Order / Rev:** 1930615  
**Alt Order #:**  
**Product Desc:** Feb - March 2018  
**Estimate:**  
**Flight Dates:** 02/26/18 - 03/06/18  
**Original Date / Rev:** 02/26/18 / 02/26/18  
**Order Type:** General

**Primary AE:** Local House  
**Sales Office:** WICH  
**Sales Region:** Local

**Agency Name:** Hoegger Communications  
**Buying Contact:** Jackie Hoegger  
**Billing Contact:** Kathryn Koch  
 901 Indiana Street  
 Wichita Falls, TX 76301

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

**Advertiser Name:** POL/Gillespie, John/District Attorney/  
**Demographic:** A25-54  
**Product Codes:** PL145  
**Priority:** P 4  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/18	02/28/18	15	\$1,310.00	\$1,113.50
03/01/18	03/06/18	23	\$1,690.00	\$1,436.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	15	\$1,310.00	\$1,113.50	0.00
March 2018	23	\$1,690.00	\$1,436.50	0.00
<b>Totals</b>	<b>38</b>	<b>\$3,000.00</b>	<b>\$2,550.00</b>	<b>0.00</b>

**Account Executives**

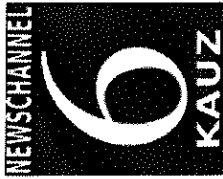
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KAUZ	02/27/18	03/06/18	LOC News M-F 6-7a LOC News M-F 6-7a	Comm	M-F 6-7a	11111--	:15	5	\$20.00	P 4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/18	03/04/18	-1111--		4				\$20.00		0.00			
		Week: 03/05/18	03/11/18	11-----		2				\$20.00		0.00			
N 2	KAUZ	02/27/18	03/06/18	NET CBS AM Network News CBS This Morning	Comm	M-F 7-9a	11111--	:15	5	\$20.00	P 4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/18	03/04/18	-1111--		4				\$20.00		0.00			
		Week: 03/05/18	03/11/18	11-----		2				\$20.00		0.00			
N 3	KAUZ	03/05/18	03/05/18	SYN M-F 9-10a SYN M-F 9-10a	Comm	M-F 9-10a	M-----	:15	1	\$35.00	P 4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	M-----		1				\$35.00		0.00			
N 4	KAUZ	02/27/18	03/05/18	LOC News M-F 12-1230p LOC News M-F 12-1230p	Comm	M-F 12-1230p	11111--	:15	5	\$30.00	P 4	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/18	03/04/18	-1111--		4				\$30.00		0.00			
		Week: 03/05/18	03/11/18	1-----		1				\$30.00		0.00			
N 5	KAUZ	03/05/18	03/05/18	LOC News M-F 5-530p LOC News M-F 5-530p	Comm	M-F 5-530p	M-----	:15	1	\$40.00	P 4	0.00	NM	1	\$40.00

Order / Rev: 1930615  
 Alt Order #:  
 Flight Dates: 02/26/18 - 03/06/18

Advertiser: POL/Gillespie, John/District Attorney/Wic  
 Product Desc: Feb - March 2018  
 Estimate:  
 KAUZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KAUZ	02/26/18	03/05/18	LOC News M-F 6-630p LOC News M-F 6-630p	Comm	M-F 6-630p	11111--	:15	5	\$90.00	P 4	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	M-----					1	\$40.00		0.00			
		Week: 02/26/18	03/04/18	11111--					5	\$90.00		0.00			
		Week: 03/05/18	03/11/18	1-----					1	\$90.00		0.00			
N 7	KAUZ	02/26/18	03/05/18	SYN M-F 630-7p SYN M-F 630-7p	Comm	M-F 630-7p	11111--	:15	5	\$210.00	P 3	0.00	NM	6	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/18	03/04/18	11111--					5	\$210.00		0.00			
		Week: 03/05/18	03/11/18	1-----					1	\$210.00		0.00			
N 8	KAUZ	02/26/18	03/05/18	LOC Late News M-F LOC Late News M-F	Comm	M-F 10-1035p	11111--	:15	5	\$90.00	P 4	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/18	03/04/18	11111--					5	\$90.00		0.00			
		Week: 03/05/18	03/11/18	1-----					1	\$90.00		0.00			
N 9	KAUZ	03/05/18	03/05/18	Monday Prime Monday Prime	Comm	Mon 7-10p	M-----	:15	1	\$195.00	P 4	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	M-----					1	\$195.00		0.00			
													Totals	38	\$3,000.00



POL/Gillespie, John/District Attorney/Wi

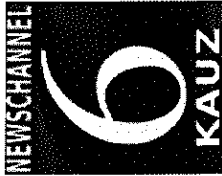
Author: Richard Haddox

Station: KAUZ-RT  
 Schedule Date: 2/26/2018 - 3/6/2018  
 Advertiser: POL/Gillespie, John/District Attorney/Wi  
 Product: PL145  
 Agency: Hoegger Communications  
 Spot Length(s): :15

Acct. Exec: Richard Haddox  
 Phone #: 940-322-6957  
 FAX #: 949-761-3331  
 Email: rhaddox@kauz.com

Per station policy, two weeks prior notice for all cancellations.

Program Time	Spot Length	FE	MR	RT-A21+ D.RTG	RT-A21+ D.000	Flight Dates: 2/26/2018-3/6/2018			Rate
						W	k	s	
<b>KAUZ</b>									
NEWSCHANNEL 6 THIS MORNING	:15	4	2	2.8	4.3			2	\$20.00
GRPs/Impressions				16.8	25.8				6
SHR				16.6	16.6				
CPP/CPM				\$7.14	\$4.65				
Mo-Fr 6:00a-7:00a									
CBS THIS MORNING	:15	4	2	3.1	4.7			2	\$20.00
GRPs/Impressions				18.6	28.2				6
SHR				14.8	14.8				
CPP/CPM				\$6.45	\$4.26				
Mo-Fr 7:00a-9:00a									
FAMILY FEUD	:15	--	1	4.5	6.8			1	\$35.00
GRPs/Impressions				4.5	6.8				1
SHR				22.7	22.7				
CPP/CPM				\$7.78	\$5.15				
Mo-Fr 9:00a-10:00a									
NEWSCHANNEL 6 AT NOON	:15	4	1	4.0	6.1			2	\$30.00
GRPs/Impressions				20	30.5				5
SHR				20.3	20.3				
CPP/CPM				\$7.50	\$4.92				
Mo-Fr 12:00p-12:30p									
NEWSCHANNEL 6 AT 5P	:15	--	1	3.8	5.8			1	\$40.00
GRPs/Impressions				3.8	5.8				1
SHR				12.2	12.2				
CPP/CPM				\$10.53	\$6.90				
Mo-Fr 5:00p-5:30p									
NEWSCHANNEL 6 AT 6P	:15	5	1	5.7	8.7			2	\$90.00
GRPs/Impressions				34.2	52.2				6
SHR				15.9	15.9				
CPP/CPM				\$15.79	\$10.34				
Mo-Fr 6:00p-6:30p									



POL/Gillespie, John/District Attorney/WI

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 Product: PL145  
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Per station policy, two weeks prior notice for all cancellations.

Program Time	Spot Length	FE	MR	RT-A21+		D.000	RTG	Flight Dates: 2/26/2018-3/6/2018			Rate Spots
				D.000	RTG			W	k	s	
<b>KAUZ</b>						<b>000</b>					
WHEEL OF FORTUNE	:15	5	1	12.6	19.2			2			\$210.00
GRPs/Impressions				75.6	115.2						6
SHR				32.4	32.4						
CPP/CPM				\$16.67	\$10.94						
Mo-Fr 6:30p-7:00p											
<b>NEWSCHANNEL 6 AT 10</b>											
GRPs/Impressions	:15	5	1	5.5	8.4			2			\$90.00
SHR				33	50.4						6
CPP/CPM				14.0	14.0						
Mo-Fr 10:00p-10:35p				\$16.36	\$10.71						
<b>M-SA PRIME ROS</b>											
GRPs/Impressions	:15	--	1	7.5	11.5						\$195.00
SHR				7.5	11.5						1
CPP/CPM				18.1	18.1						
Mo-Sa 7:00p-10:00p				\$26.00	\$16.96						

**Total Cost:** \$3,000.00  
**Agency Commission @ 15%:** \$450.00  
**Net Cost:** \$2,550.00

Signature \_\_\_\_\_

**General Summary ( RT-A21+ D.RTG )**

Name	Spots	Cost	Grps	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KAUZ	38	\$3,000.00	214.0	\$14.02	\$9.19	78.8	2.7	43.1	119,594	151,815