

# ORDER



**Orders**  
**Order / Rev:** 1917513  
**Alt Order #:**  
**Product Desc:** February 2018  
**Estimate:**  
**Flight Dates:** 02/07/18 - 02/07/18  
**Original Date / Rev:** 02/07/18 / 02/07/18  
**Order Type:** General

**KAUZ**  
**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 5  
**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	02/07/18	2	\$415.00	\$352.75

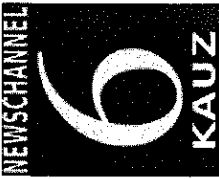
**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	2	\$415.00	\$352.75	0.00
<b>Totals</b>	<b>2</b>	<b>\$415.00</b>	<b>\$352.75</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	02/07/18	02/07/18	LOC News M-F 6-630p	Comm	M-F 6-630p	--W----	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
				LOC News M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/05/18	02/11/18	--W----		1		\$150.00		0.00					
N 2	KAUZ	02/07/18	02/07/18	SYN M-F 630-7p	Comm	M-F 630-7p	--W----	:30	1	\$265.00	P 4	0.00	NM	1	\$265.00
				Political Debate											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/05/18	02/11/18	--W----		1		\$265.00		0.00					
													<b>Totals</b>	<b>2</b>	<b>\$415.00</b>



Po/Gillespie-Wichita County DA 02072018

Author: Richard Haddox

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

Proposal ID: 14455  
 Station: KAUZ-RT  
 Schedule Date: 2/7/2018 - 2/7/2018  
 Advertiser: POL/Gillespie-Wichita County DA  
 Spot Length(s): :30

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

ENTERED FEB 07 2018

Flight Dates: 2/7/2018-2/7/2018

Program Time	Spot Length	FE	RT-A21+		RT-A21+ D.000	W	k	Rate
			D.RTG	RTG				
<b>KAUZ</b>		7			000			
NEWSCHANNEL 6 AT 6P	:30	1	5.7	8.7		1		\$150.00
GRPs/Impressions			5.7	8.7				1
SHR			15.9	15.9				
CPP/CPM			\$26.32	\$17.24				
Mo-Fr 6:00p-6:30p								
Newschannel 6 Republican Prima	:30	1	12.6	19.2		1		\$265.00
GRPs/Impressions			12.6	19.2				1
SHR			32.4	32.4				
CPP/CPM			\$21.03	\$13.80				
Mo-Fr 6:30p-7:00p								

**Total Cost: \$415.00** **Signature**

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

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KAUZ	2	\$415.00	18.3	27.9	\$22.68	\$14.87	17.1	1.1	0.0	25,948	151,815