

# ORDER



**Orders**  
**Order / Rev:** 1922090  
**Alt Order #:**  
**Product Desc:** Political Campaign 2018  
**Estimate:**  
**Flight Dates:** 02/15/18 - 03/03/18  
**Original Date / Rev:** 02/14/18 / 02/14/18  
**Order Type:** General

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

**Agency Name:** Hoegger Communications  
**Buying Contact:** Jackie Hoegger  
**Billing Contact:** Kathryne 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	30	\$1,450.00	\$1,232.50
03/01/18	03/03/18	5	\$215.00	\$182.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	30	\$1,450.00	\$1,232.50	0.00
March 2018	5	\$215.00	\$182.75	0.00
<b>Totals</b>	<b>35</b>	<b>\$1,665.00</b>	<b>\$1,415.25</b>	<b>0.00</b>

**Account Executives**

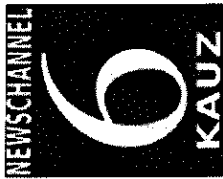
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KAUZ	02/15/18	03/02/18	LOC News M-F 6-7a LOC News M-F 6-7a	Comm	M-F 6-7a	11111--	:30	5	\$45.00	P 3	0.00	NM	13	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	---21--		3				\$45.00		0.00			
		Week: 02/19/18	02/25/18	11111--		5				\$45.00		0.00			
		Week: 02/26/18	03/04/18	11111--		5				\$45.00		0.00			
N 2	KAUZ	02/15/18	03/02/18	NET CBS AM Network M CBS This Morning	Comm	M-F 7-9a	11111--	:30	5	\$45.00	P 3	0.00	NM	13	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	---21--		3				\$45.00		0.00			
		Week: 02/19/18	02/25/18	11111--		5				\$45.00		0.00			
		Week: 02/26/18	03/04/18	11111--		5				\$45.00		0.00			
N 3	KAUZ	02/15/18	02/23/18	SYN M-F 9-10a SYN M-F 9-10a	Comm	M-F 9-10a	MTWTF--	:30	1	\$65.00	P 3	0.00	NM	6	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	---TF--		1				\$65.00		0.00			
		Week: 02/19/18	02/25/18	MTWTF--		5				\$65.00		0.00			
N 4	KAUZ	02/17/18	03/03/18	LOC SA 8a News LOC SA 8a News	Comm	SA 8-8:30a	-----S-	:30	1	\$35.00	P 4	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	-----S-		1				\$35.00		0.00			

Order / Rev: 1922090  
 Alt Order #:  
 Flight Dates: 02/15/18 - 03/03/18

Advertiser: POL/Gillespie, John/District Attorney/Wic  
 Product Desc: Political Campaign 2018  
 Estimate:  
 KAUZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/18	02/25/18	-----S-					1	\$35.00		0.00			
		Week: 02/26/18	03/04/18	-----S-					1	\$35.00		0.00			
													Totals	35	\$1,665.00



POL/Gillespie, John/District Attorney/Wi

Author: Richard Haddox

Proposal ID: 14522  
 Station: KAUZ-RT  
 Schedule Date: 2/12/2018 - 3/4/2018  
 Advertiser: POL/Gillespie, John/District Attorney/Wi  
 Product: PL145  
 Agency: Hoegger Communications  
 Spot Length(s): :30

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	RT-A21+ D-RTG				RT-A21+ D-000	W k s			Rate Spots
		FE	FE	FE	FE		W	k	s	
<b>KAUZ</b>						<b>000</b>				
NEWSCHANNEL 6 THIS MORNING	:30	3	5	5	2.6	3.9			3	\$45.00
GRPs/Impressions					33.8	50.7				13
SHR					16.0	16.0				
CPP/CPM					\$17.31	\$11.54				
Mo-Fr 6:00a-7:00a										
CBS THIS MORNING	:30	3	5	5	2.9	4.4			3	\$45.00
GRPs/Impressions					37.7	57.2				13
SHR					14.3	14.3				
CPP/CPM					\$15.52	\$10.23				
Mo-Fr 7:00a-9:00a										
FAMILY FEUD	:30	1	5	--	4.2	6.4			2	\$65.00
GRPs/Impressions					25.2	38.4				6
SHR					22.0	22.0				
CPP/CPM					\$15.48	\$10.16				
Mo-Fr 9:00a-10:00a										
NEWSCHANNEL 6 SAT AM	:30	1	1	1	3.9	5.9			3	\$35.00
GRPs/Impressions					11.7	17.7				3
SHR					17.6	17.6				
CPP/CPM					\$8.97	\$5.93				
Sat 8:00a-8:30a										

**Total Cost: \$1,665.00**  
**Agency Commission @ 15%: \$249.75**  
**Net Cost: \$1,415.25**

Signature \_\_\_\_\_

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

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KAUZ	35	\$1,665.00	108.4	164.0	\$15.36	\$10.15	36.7	3.0	20.7	55,655	151,815

Operator Initials: \_\_\_\_\_ Date Encoded: \_\_\_\_\_ Date: 2/14/18 MCO Check: \_\_\_\_\_  
 Client: POL/GILLESPIE,JOHN/DISTRICT ATTORNEY TV Acct#: \_\_\_\_\_ CW Acct # \_\_\_\_\_  
 Sales Person: LOCAL HOUSE Kill Date: \_\_\_\_\_ Save Date: \_\_\_\_\_

Traffic Instructions: ALREADY IN SYSTEM  
 Satellite: \_\_\_\_\_ TV Contract #: 1922090 CW Contract #: \_\_\_\_\_

BIN #		Revised Kill Date: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Rotation		
TV	CW	Description	Start Date	End Date	TV	CW
WF19166	30	JG 16 YEARS 30 012318	2/15/18	3/3/18	EQUAL	
WF19165	30	JG SKITTLES 30 012218 REV	2/15/18	3/3/18	EQUAL	

Comments: \_\_\_\_\_

Submit by Email

Print Form