

C#37197

Flight Start: 10/03/2016
Flight End: 11/13/2016
Hiatus:

4/8/10

Estimate: 36742 - MediCal Funding - Tier 2 TV **Received in ePort:** 4/7/2016 5:58:06 PM
- Oct 3 - Nov 8 '16

| | |
|----------------------|-------------|
| Airtime Dollars: | \$24,210.00 |
| Interactive Dollars: | \$0.00 |
| Non-Airtime Dollars: | \$0.00 |
| Total Dollars: | \$24,210.00 |
| Total Spots: | 282 |

| | |
|------------------------|---------------------|
| Local/National: | Local |
| Rep Office: | KHSL-TV |
| AE: | Christopher Sweetin |
| Phone: | |
| OrderID: | 4946396 |
| Status: | New |

MarketShare:

| Line | Daypart | DPT | | | | | | | | | | Total | A35+ | | | |
|----------|---|---------|----------|-----|-----|------|-------|-------|-------|-------|------|-------|------|---------|-----|-----|
| No | (Program) | Code | Rate | C/T | Len | 10/3 | 10/10 | 10/17 | 10/24 | 10/31 | 11/7 | Spots | Rtg | CPP | Imp | CPM |
| 1 | MTuWThF 7A-9A CBS This Morning | EM (15) | \$40.00 | C | 15 | 10 | 10 | 10 | 10 | 10 | 0 | 50 | 1.90 | \$21.05 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 2 | Su 7A-8:30A CBS Sunday Morning | EM (15) | \$100.00 | C | 15 | 2 | 2 | 2 | 2 | 2 | 0 | 10 | 4.40 | \$22.73 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 3 | Su 8:30A-9A Face The Nation | EM (15) | \$75.00 | C | 15 | 2 | 2 | 2 | 2 | 2 | 0 | 10 | 2.20 | \$34.09 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 4 | Su 9A-9:30A Face The Nation 2 | EM (15) | \$75.00 | C | 15 | 2 | 2 | 2 | 2 | 2 | 0 | 10 | 1.40 | \$53.57 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 5 | MTuWThF 6P-6:30P Action News Now @ 6PM | EN | \$125.00 | C | 15 | 6 | 6 | 10 | 10 | 10 | 0 | 42 | 3.70 | \$33.78 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 6 | MTuWThF 6:30P-7P CBS Evening News | EN | \$125.00 | C | 15 | 6 | 6 | 10 | 10 | 10 | 0 | 42 | 3.70 | \$33.78 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |
| 7 | Sa 6P-6:30P Action News Now @ 6PM | EN | \$75.00 | C | 15 | 2 | 2 | 2 | 2 | 2 | 0 | 10 | 3.60 | \$20.83 | | |
| BOOKENDS | | | | | | | | | | | | | | | | |

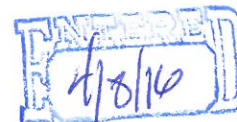
New Order

C#37196

Agency: US International Media
Office: Sacramento
Client: 1853 - CA for United MediCal Funding and Accountability
Product: 5667 - Prop

Station: KHSL-TV
Order Type: Normal
Cancel Date:
Received in ePort: 4/7/2016 5:58:05 PM

Flight Start: 08/08/2016
Flight End: 10/02/2016
Hiatus:



Piggyback Product:

Estimate: 36741 - MediCal Funding - Tier 2 TV
 - Aug 22-Oct 2 '16

Primary Demo: A35+
Demo 2: A35+
Demo 3: W35+
GRP: 607.20
CPP: \$42.57
GIMP: 0
CPM: \$0.00
Comments: Separation: 8

Local/National: Local
Rep Office: KHSL-TV
AE: Christopher Sweetin
Phone:
OrderID: 4946382
Status: New

Airtime Dollars: \$25,850.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$25,850.00
Total Spots: 242

MarketShare:

Weekly Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | | | | | | | | | Total Spots | A35+ | | | |
|----------|--|----------|----------|-----|-----|-----|------|------|------|-----|------|------|------|-------------|------|---------|-----|-----|
| | | | | | | 8/8 | 8/15 | 8/22 | 8/29 | 9/5 | 9/12 | 9/19 | 9/26 | | Rtg | CPP | Imp | CPM |
| 1 | MTuWThF 5A-7A Wake Up! | EM | \$80.00 | C | 30 | 0 | 0 | 10 | 10 | 10 | 5 | 5 | 5 | 45 | 1.90 | \$42.11 | | |
| 2 | MTuWThF 5A-7A Wake Up! | EM (15) | \$40.00 | C | 15 | 0 | 0 | 0 | 0 | 0 | 10 | 10 | 10 | 30 | 1.90 | \$21.05 | | |
| BOOKENDS | | | | | | | | | | | | | | | | | | |
| 3 | MTuWThF 7A-9A CBS This Morning | EM | \$80.00 | C | 30 | 0 | 0 | 10 | 10 | 10 | 5 | 5 | 5 | 45 | 2.20 | \$36.36 | | |
| 4 | MTuWThF 7A-9A CBS This Morning | EM (15) | \$40.00 | C | 15 | 0 | 0 | 0 | 0 | 0 | 10 | 10 | 10 | 30 | 2.20 | \$18.18 | | |
| BOOKENDS | | | | | | | | | | | | | | | | | | |
| 5 | MTuWThF 6P-6:30P Action News Now @ 6PM | EN | \$250.00 | C | 30 | 0 | 0 | 5 | 3 | 3 | 2 | 2 | 2 | 17 | 3.60 | \$69.44 | | |
| 6 | MTuWThF 6:30P-7P CBS Evening News | EN | \$250.00 | C | 30 | 0 | 0 | 5 | 5 | 5 | 0 | 0 | 0 | 15 | 3.80 | \$65.79 | | |
| 7 | Sa 5A-7A CBS This Morning-Sat | EM | \$75.00 | C | 30 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 1.00 | \$75.00 | | |
| 8 | Sa 6P-6:30P Action News Now @ 6PM | EN | \$150.00 | C | 30 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 3.50 | \$42.86 | | |
| 9 | Sa 6:30P-7P CBS Evening News | EN | \$150.00 | C | 30 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 3 | 3.50 | \$42.86 | | |
| 10 | Sa 6:30P-7P CBS Evening News | EN (15) | \$75.00 | C | 15 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 6 | 3.50 | \$21.43 | | |

