

ORDER WORKSHEET

*Revision/ Addition*

Rep Order# 9427239 Ver# 7

Status Revised

Traffic Order# 181142

Printed: 10/22/14 4:19 PM

Last Received: 10/22/14 2:32 PM

All Rep Changes

Station KRCR-TV CHICO-REDDING  
 Advertiser (CAHH) CALIFORNIANS AGAINST  
 Product \$90 BALLOT MEASURE  
 Estimate# 890  
 Buyer CINDY WINTON

Agency (GCMW) GCM MEDIA SERVICES  
 417 W FOOTHILL BLVD, #B-221  
 GLENDORA, CA 91741  
 Agency C/P1/P2/E /890  
 Flight Dates 10/13/14-11/09/14

Rep Firm KATZ CONTINENTAL  
 Sales Office (LA) LOS ANGELES  
 Salesperson (GCH) GREG CHERKNIET  
 Sales Assistant ELLE  
 Salesperson Phone# 323-966-5063  
 Salesperson Fax#

--- CONTRACT COMMENT ---

CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - TV 4Q14 NO ON 45  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW REVISIONS ADDED LNS 45-47 NEW TOTAL: 196X \$34675 PLS CONFIRM THANKS! GREG

Ln	Day	Time	Program	Len	RTG/IMP	GRS/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
45*	W	10P-11P	NASHVILLE	30	-	-	\$375.00	10/29-10/29	1	1	1	\$375.00
Sales remark: V7 LN ADDED.												
V7 Added												
46*	F	8P-9P	EAST MAN STANDING/CRISTELA	30	-	-	\$375.00	10/24-10/24	1	1	1	\$375.00
Sales remark: V7 LN ADDED.												
V7 Added												
47*	Su	8P-9P	ONCE UPON A TIME	30	-	-	\$500.00	11/02-11/02	1	1	1	\$500.00
Sales remark: V7 LN ADDED												
V7 Added												

---REPORT TOTALS---

Report Totals: 3 / \$1,250.00

---SALES MONTHLY TOTALS---

Oct2014: 117/ \$20,495.00

Nov2014: 79/ \$14,180.00

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GLENDORA, CA 91741  
Agency C/P 1/P 2/E /890  
Flight Dates 10/13/14-11/09/14

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Sales Office (LA) LOS ANGELES  
Salesperson (GCH) GREG CHERNIET  
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Salesperson Phone# 323-966-5063  
Salesperson Fax#

Order Totals: 196 / \$34,675.00

Total GRPs: 0.0

---COMPETITIVE---

Market Totals	\$108,359.38	CABL .00%	KCVU 15.00%	KGBC .00%	KHSL 26.00%	KNVN 27.00%
		KRCR 32.00%	KRVU .00%	NHSL .00%	NRGR .00%	

Books (null)  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS