

# ORDER



**KABC-TV**

**Orders**  
**Order / Rev:** 64407 - 3  
**Alt Order #:** WOC10170936  
**Product Desc:** Neel Kashkari for CA Gov. 306398  
**Estimate:** C21C27  
**Flight Dates:** 10/20/14 - 10/27/14  
**Original Date / Rev:** 10/17/14 / 10/27/14  
**Order Type:** GEN

**Primary AE:** Political National PHI  
**Sales Office:** N-PH  
**Sales Region:** National

**Agency Name:** Smart Media Group  
**Buying Contact:** Carolyn Good  
**Billing Contact:**  
 1427 Leslie Ave.  
 Alexandria, VA 22301

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

**Advertiser Name:** Neel Kashkari for CA Governor  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Priority:** P-02  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	90	\$82,400.00	\$70,040.00
10/27/14	10/27/14	19	\$29,320.00	\$24,922.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	90	\$82,400.00	\$70,040.00	0.00
November 2014	19	\$29,320.00	\$24,922.00	0.00
<b>Totals</b>	<b>109</b>	<b>\$111,720.00</b>	<b>\$94,962.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%
Political National PHI			Start Of Order - End Of Order	0%

**Order Share**

	Share	Total
KABC-TV	30%	\$111,720.00
Market	100%	\$372,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KCAL	0%	\$0.00
KCBS	20%	\$74,480.00
KCET	0%	\$0.00
KCOP	0%	\$0.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	20%	\$74,480.00
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00

KTBN	0%	\$0.00
KTLA	10%	\$37,240.00
KTTV	20%	\$74,480.00
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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 Product Desc: Neel Kashkari for CA Gov 306398  
 Estimate: C21C27  
**KABC-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	10/20/14	10/24/14	M-F 5a-6a Tu-Fri 5a-6a	CM	Cc 5a-6a	- 2222 - -	:30	8	\$560.00	P-02	0.00	NM	8	\$4,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- 2222 - -					8	\$560.00		0.00			
2	KABC	10/20/14	10/27/14	M-F 6a-7a Tu-F/M 6a-7a	CM	Cc 6a-7a	- 2222 - -	:30	8	\$960.00	P-02	0.00	NM	10	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- 2222 - -					8	\$960.00		0.00			
		Week: 10/27/14	11/02/14	2 - - - - -					2	\$960.00		0.00			
3	KABC	10/21/14	10/27/14	M-F 430a-5a Tu-F/M 430a-5a	CM	Cc 430a-5a	- 1111 - -	:30	4	\$280.00	P-02	0.00	NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- 1111 - -					4	\$280.00		0.00			
		Week: 10/27/14	11/02/14	1 - - - - -					1	\$280.00		0.00			
E 4	KABC	10/20/14	10/25/14	Sa 5a-6a Sa 5a-6a	CM	Cc 5a-6a	- - - - - 2 -	:30	2	\$240.00	P-02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 2 -					2	\$240.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KABC	10/20/14-10/26/14	Sa 5a-6a		5a-6a	- - - - - Sa - -	:30		<del>(\$240.00)</del>		0.00	NM		
				Credited											
				[Credit: Not Available]											
	2	KABC	10/20/14-10/26/14	Sa 5a-6a		5a-6a	- - - - - Sa - -	:30		<del>(\$240.00)</del>		0.00	NM		
				Credited											
				[Credit: Not Available]											
5	KABC	10/20/14	10/25/14	Sa 6a-7a Sa 6a-7a	CM	Cc 6a-7a	- - - - - 2 -	:30	2	\$560.00	P-02	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 2 -					2	\$560.00		0.00			
6	KABC	10/20/14	10/25/14	Sa 7a-8a Sa 7a-8a	CM	Cc 7a-8a	- - - - - 1 -	:30	1	\$800.00	P-02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 1 -					1	\$800.00		0.00			
7	KABC	10/20/14	10/26/14	Su 5a-6a Su 5a-6a	CM	Cc 5a-6a	- - - - - 2	:30	2	\$240.00	P-02	0.00	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 2					2	\$240.00		0.00			
8	KABC	10/20/14	10/26/14	Su 7a-8a Su 7a-8a	CM	Cc 7a-8a	- - - - - 2	:30	2	\$560.00	P-02	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 2					2	\$560.00		0.00			
9	KABC	10/20/14	10/26/14	Su 9a-11a Su 9a-11a	CM	Cc Su 9a-11a	- - - - - 4	:30	4	\$560.00	P-02	0.00	NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	- - - - - 4					4	\$560.00		0.00			

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9	KABC	10/20/14	10/26/14	Su 9a-11a Su 9a-11a	CM	Cc Su 9a-11a	-----4	:30	4	\$560.00	P-02	0.00	NM	4	\$2,240.00
(Program: EYEWITNESS NEWS SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-----4			4		\$560.00		0.00				
10	KABC	10/20/14	10/24/14	M-F 4p-5p Tu-Fri 4p-5p	CM	Cc 4p-5p	-4444--	:30	16	\$880.00	P-02	0.00	NM	16	\$14,080.00
(Program: EYEWITNESS NEWS 4P)															
Week:		10/20/14	10/26/14	-4444--			16		\$880.00		0.00				
11	KABC	10/20/14	10/27/14	M-F 5p-6p Tu-F/M 5p-6p	CM	Cc 5p-6p	-4444--	:30	16	\$1,120.00	P-02	0.00	NM	20	\$22,400.00
(Program: EYEWITNESS NEWS 5-6P)															
Week:		10/20/14	10/26/14	-4444--			16		\$1,120.00		0.00				
Week:		10/27/14	11/02/14	4-----			4		\$1,120.00		0.00				
E 12	KABC	10/20/14	10/26/14	SaSu 4p-630p Sa Su 4p-630p	CM	Cc 4p-630p	-----55	:30	10	\$560.00	P-02	0.00	NM	9	\$5,040.00
(Program: EYEWITNESS NEWS SAT)															
Week:		10/20/14	10/26/14	-----55			10		\$560.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KABC	10/20/14-10/26/14		SaSu 4p-630p			4p-630p		-----SaSu	:30	<del>(\$560.00)</del>	0.00	NM		
Unresolved [Program Overrun/End Early]															
13	KABC	10/27/14	10/27/14	Mon Prime Other A Dancing with the Stars	CM	Cc 8p-10p	1-----	:30	1	\$10,400.00	P-02	0.00	NM	1	\$10,400.00
(Program: DANCING W/STARS)															
Week:		10/27/14	11/02/14	1-----			1		\$10,400.00		0.00				
14	KABC	10/20/14	10/27/14	M-F 7a-9a Tu-F/M 7-9a	CM	Cc 7a-9a	-2121--	:30	6	\$960.00	P-02	0.00	NM	8	\$7,680.00
(Program: GOOD MORNING AMERICA)															
Week:		10/20/14	10/26/14	-2121--			6		\$960.00		0.00				
Week:		10/27/14	11/02/14	2-----			2		\$960.00		0.00				
15	KABC	10/20/14	10/24/14	M-F 6p-630p Tu-Fri 6p-630p	CM	Cc 6p-630p	-1111--	:30	4	\$1,920.00	P-02	0.00	NM	4	\$7,680.00
(Program: EYEWITNESS NEWS 6P)															
Week:		10/20/14	10/26/14	-1111--			4		\$1,920.00		0.00				
E 16	KABC	10/20/14	10/26/14	SaSu 1135p News SaSu 1135p-12a	CM	Cc 1135p-12a	-----11	:30	2	\$720.00	P-02	0.00	NM	0	\$0.00
(Program: EYEWITNESS NEWS SAT)															
Week:		10/20/14	10/26/14	-----11			2		\$720.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KABC	10/20/14-10/26/14		SaSu 1135p News			1135p-12a		-----SaSu	:30	<del>(\$720.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
2	KABC	10/20/14-10/26/14		SaSu 1135p News			1135p-12a		-----SaSu	:30	<del>(\$720.00)</del>	0.00	NM		
Credited [Credit: Not Available]															
17	KABC	10/27/14	10/27/14	M-F 5a-6a Mon 5a-6a	CM	Cc 5a-6a	2-----	:30	2	\$600.00	P-02	0.00	NM	2	\$1,200.00
(Program: EYEWITNESS NEWS 5A)															
Week:		10/27/14	11/02/14	2-----			2		\$600.00		0.00				
18	KABC	10/27/14	10/27/14	M-F 6p-630p Mon 6p-630p	CM	Cc 6p-630p	1-----	:30	1	\$2,800.00	P-02	0.00	NM	1	\$2,800.00
(Program: EYEWITNESS NEWS 6P)															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	KABC	10/27/14	10/27/14	M-F 6p-630p Mon 6p-630p (Program: EYEWITNESS NEWS 6P)	CM	Cc 6p-630p	1-----	:30	1	\$2,800.00	P-02	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	1-----					1	\$2,800.00		0.00			
19	KABC	10/20/14	10/27/14	M-Su 11p News Tu-Su/M 11p-1135p (Program: EYEWITNESS NEWS 11P)	CM	Cc 11p-1135p	-111111	:30	6	\$1,920.00	P-02	0.00	NM	7	\$13,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-111111					6	\$1,920.00		0.00			
	Week:	10/27/14	11/02/14	1-----					1	\$1,920.00		0.00			
20	KABC	10/27/14	10/27/14	M-F 4p-5p Mon 4p-5p (Program: EYEWITNESS NEWS 4P)	CM	Cc 4p-5p	4-----	:30	4	\$960.00	P-02	0.00	NM	4	\$3,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	4-----					4	\$960.00		0.00			
21	KABC	10/25/14	10/25/14	SaSu 1135p News Sat 1135p-12a reinstate reinstate but rate is now \$800	CM	Cc 1135p-12a	-----S-	:30	1	\$800.00	P-02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S-					1	\$800.00		0.00			
22	KABC	10/24/14	10/24/14	M-F 5a-6a Fri 5a-6a MG	CM	Cc 5a-6a	----F--	:30	1	\$560.00	P-02	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	----F--					1	\$560.00		0.00			
23	KABC	10/27/14	10/27/14	M-F 5a-6a Mon 5a-6a MG	CM	Cc 5a-6a	M-----	:30	1	\$560.00	P-02	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	M-----					1	\$560.00		0.00			
Totals													109	\$111,720.00	