

ORDER

**KABC-TV**

Orders

Order / Rev: 44216 - 2

Alt Order #: WOC10116703

Product Desc: NEEL KASHKARI FOR CA GOVERNOR

Estimate: 513519

Flight Dates: 05/12/14 - 05/19/14

Original Date / Rev: 05/05/14 / 05/14/14

Order Type: GEN

Primary AE: Political National PHI

Sales Office: N-PH

Sales Region: National

Agency

Name: Smart Media Group

Buying Contact: Patricia Dome

Billing Contact:

814 King Street

Alexandria, VA 22314

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
04/28/14	05/19/14	33	\$34,720.00	\$29,512.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2014	33	\$34,720.00	\$29,512.00	0.00
Totals	33	\$34,720.00	\$29,512.00	0.00

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%	\$34,720.00
Market	100%	\$115,733.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KCAL	0%	\$0.00
KCBS	20%	\$23,146.67
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%	\$23,146.67
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00
KTCN	0%	\$0.00

KTLA	10%	\$11,573.33
KTTV	20%	\$23,146.67
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	05/12/14	05/15/14	M-F 5a-6a Tu-Fri 5a-6a (Program: EYEWITNESS NEWS 5A)	CM	Cc 5a-6a	- 111 - - -	:30	3	\$400.00	P-02	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- 111 - - -					3	\$400.00		0.00			
2	KABC	05/19/14	05/19/14	M-F 5a-6a Mon 5a-6a (Program: EYEWITNESS NEWS 5A)	CM	Cc 5a-6a	1 - - - - -	:30	1	\$480.00	P-02	0.00	NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/19/14	05/25/14	1 - - - - -					1	\$480.00		0.00			
3	KABC	05/12/14	05/16/14	M-F 6a-7a Tu/Thur/Fri 6a-7a (Program: EYEWITNESS NEWS 6A)	CM	Cc 6a-7a	- 1 - 11 - -	:30	3	\$640.00	P-02	0.00	NM	3	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- 1 - 11 - -					3	\$640.00		0.00			
4	KABC	05/12/14	05/19/14	M-F 7a-9a Tu-Fri/Mon 7-9a (Program: GOOD MORNING AMERICA)	CM	Cc 7a-9a	- 11 - 1 - -	:30	3	\$760.00	P-02	0.00	NM	4	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- 11 - 1 - -					3	\$760.00		0.00			
		Week: 05/19/14	05/25/14	1 - - - - -					1	\$760.00		0.00			
5	KABC	05/12/14	05/17/14	Sa 5a-6a Sa 5a-6a (Program: EYEWITNESS NEWS SAT)	CM	Cc 5a-6a	- - - - - 1 -	:30	1	\$240.00	P-02	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- - - - - 1 -					1	\$240.00		0.00			
6	KABC	05/12/14	05/17/14	Sa 6a-7a Sa 6a-7a (Program: EYEWITNESS NEWS SAT6)	CM	Cc 6a-7a	- - - - - 1 -	:30	1	\$400.00	P-02	0.00	NM	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: 05/12/14	05/18/14	- - - - - 1 -					1	\$400.00		0.00			
7	KABC	05/12/14	05/17/14	Sa 7a-8a Sa 7a-8a (Program: GOOD MORNING AMERICA)	CM	Cc 7a-8a	- - - - - 1 -	: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: 05/12/14	05/18/14	- - - - - 1 -					1	\$560.00		0.00			
8	KABC	05/12/14	05/18/14	Su 5a-6a Su 5a-6a (Program: EYEWITNESS NEWS SUN)	CM	Cc 5a-6a	- - - - - 1	:30	1	\$160.00	P-02	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- - - - - 1					1	\$160.00		0.00			
9	KABC	05/12/14	05/18/14	Su 6a-7a Su 6a-7a (Program: GOOD MORNING AMERICA)	CM	Cc 6a-7a	- - - - - 1	:30	1	\$400.00	P-02	0.00	NM	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: 05/12/14	05/18/14	- - - - - 1					1	\$400.00		0.00			
10	KABC	05/12/14	05/18/14	Su 7a-8a Su 7a-8a (Program: EYEWITNESS NEWS SUN)	CM	Cc 7a-8a	- - - - - 1	:30	1	\$480.00	P-02	0.00	NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	- - - - - 1					1	\$480.00		0.00			
11	KABC	05/12/14	05/18/14	Su 8a-9a Su 8a-9a	CM	Cc 8a-9a	- - - - - 1	:30	1	\$800.00	P-02	0.00	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: THIS WEEK)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	-----1					1	\$800.00		0.00			
12	KABC	05/19/14	05/19/14	M-F 6a-7a Mon 6a-7a	CM	Cc 6a-7a	M-----	: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: 05/19/14	05/25/14	M-----					1	\$800.00		0.00			
13	KABC	05/15/14	05/16/14	M-F 4p-5p Eyewitness News 4p-5p	CM	Cc 4p-5p	---TF--	:30	2	\$720.00	P-02	0.00	NM	2	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	---TF--					2	\$720.00		0.00			
14	KABC	05/19/14	05/19/14	M-F 4p-5p Eyewitness News 4p-5p	CM	Cc 4p-5p	M-----	:30	1	\$720.00	P-02	0.00	NM	1	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/19/14	05/25/14	M-----					1	\$720.00		0.00			
15	KABC	05/15/14	05/16/14	M-F 5p-6p Eyewitness News 5p-6p	CM	Cc 5p-6p	---TF--	:30	2	\$1,120.00	P-02	0.00	NM	2	\$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: 05/12/14	05/18/14	---TF--					2	\$1,120.00		0.00			
16	KABC	05/19/14	05/19/14	M-F 5p-6p Eyewitness News 5p-6p	CM	Cc 5p-6p	M-----	:30	1	\$1,120.00	P-02	0.00	NM	1	\$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: 05/19/14	05/25/14	M-----					1	\$1,120.00		0.00			
17	KABC	05/15/14	05/16/14	M-F 6p-630p Eyewitness News 6p-630p	CM	Cc 6p-630p	---TF--	:30	2	\$1,120.00	P-02	0.00	NM	2	\$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: 05/12/14	05/18/14	---TF--					2	\$1,120.00		0.00			
18	KABC	05/19/14	05/19/14	M-F 6p-630p Eyewitness News 6p-630p	CM	Cc 6p-630p	M-----	:30	1	\$1,120.00	P-02	0.00	NM	1	\$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: 05/19/14	05/25/14	M-----					1	\$1,120.00		0.00			
19	KABC	05/17/14	05/18/14	SaSu 4p-630p Eyewitness News SaSu 4p-630p	CM	Cc 4p-630p	-----SS	:30	2	\$480.00	P-02	0.00	NM	2	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	-----SS					2	\$480.00		0.00			
20	KABC	05/17/14	05/18/14	SaSu 1135p News SaSu Eyewitness News 1135p	CM	Cc 1135p-12a	-----SS	:30	2	\$800.00	P-02	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	-----SS					2	\$800.00		0.00			
21	KABC	05/18/14	05/18/14	NBA Conf Weekend Semi-Fin NBA Conf Weekend Semi-Fin (12:30 PM-3:00 PM)	CM	Cc 12:30 PM-3:00 PM	-----S	:30	1	\$12,800.00	P-02	0.00	NM	1	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/12/14	05/18/14	-----S					1	\$12,800.00		0.00			
													Totals	33	\$34,720.00