

ORDER



Orders
Order / Rev: 283785
Alt Order #:
Product Desc: 8/15 - 8/28 order
Estimate: 13885
Flight Dates: 08/15/16 - 08/28/16
Original Date / Rev: 07/27/16 / 07/27/16
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Michelsohn Creative
Buying Contact: Josh Michelsohn
Billing Contact:
 8016 Constitution PI NE
 Albuquerque, NM 87110

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

Advertiser
Name: Progress Now New Mexico Education
Demographic: A25-54
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/17
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
08/01/16	08/26/16	30	\$11,470.00	\$9,749.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	30	\$11,470.00	\$9,749.50	0.00
Totals	30	\$11,470.00	\$9,749.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	20%	\$11,470.00
Market	100%	\$57,350.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$45,880.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	08/15/16	08/28/16	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	2	\$360.00	3	0.00	NM	4	\$1,440.00
1 per day max															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	MTWTF--					2	\$360.00		0.00			
Week: 08/22/16		08/22/16	08/28/16	MTWTF--					2	\$360.00		0.00			
N 2	All	08/22/16	08/28/16	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	4	\$180.00	3	0.00	NM	4	\$720.00
One per day max															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/16		08/22/16	08/28/16	MTWTF--					4	\$180.00		0.00			
N 3	All	08/15/16	08/28/16	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	3	\$250.00	3	0.00	NM	6	\$1,500.00
One per day max															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	MTWTF--					3	\$250.00		0.00			
Week: 08/22/16		08/22/16	08/28/16	MTWTF--					3	\$250.00		0.00			
N 4	All	08/15/16	08/28/16	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	3	\$510.00	3	0.00	NM	6	\$3,060.00
One per day max															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	MTWTF--					3	\$510.00		0.00			
Week: 08/22/16		08/22/16	08/28/16	MTWTF--					3	\$510.00		0.00			
N 5	All	08/15/16	08/21/16	News 4 Spec 11p Olympics News 4 Spec 11p Olympics	CM	M-F 11p-1135p	MTWT---	:30	4	\$475.00	3	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	MTWT---					4	\$475.00		0.00			
N 6	All	08/15/16	08/28/16	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	4	\$475.00	3	0.00	NM	6	\$2,850.00
One Per day max. M-F Rates apply to 8/19 due to purchase of 11PM news															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	----F--					1	\$475.00		0.00			
Week: 08/22/16		08/22/16	08/28/16	MTWTF--					5	\$475.00		0.00			
Totals													0	\$0.00	