

# 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
<b>Totals</b>	<b>30</b>	<b>\$11,470.00</b>	<b>\$9,749.50</b>	<b>0.00</b>

**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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Advertiser: Progress Now New Mexico Education Fu  
 Product Desc: 8/15 - 8/28 order KOB  
 Estimate: 13885

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	08/21/16	MTWTF--			2		\$360.00		0.00				
Week:		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	08/28/16	MTWTF--			4		\$180.00		0.00				
N 3	All	08/15/16	08/28/16	Judge Judy-P/ DR 4p/ 430p 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	08/21/16	MTWTF--			3		\$250.00		0.00				
Week:		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	08/21/16	MTWTF--			3		\$510.00		0.00				
Week:		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	08/21/16	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	08/21/16	----F--			1		\$475.00		0.00				
Week:		08/22/16	08/28/16	MTWTF--			5		\$475.00		0.00				
													Totals	0	\$0.00