

ORDER



Orders
Order / Rev: 1020162
Alt Order #: WOC13601380
Product Desc: CA ATTORNEY GENERAL
Estimate: 2631
Flight Dates: 05/16/22 - 06/07/22
Original Date / Rev: 05/11/22 / 05/18/22
Order Type: GENERAL

KGTV
Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Sadler Strategic Media - Pol
Buying Contact:
Billing Contact: Nick AP
 12103 Viewcrest Road
 Studio City, CA 91604

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

Advertiser Name: Bonta/Democrat/Attorney General
Demographic: A35+
Product Codes: State Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-6

New Business End:
Advertiser External ID: 272762
Agency External ID: 119523
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/29/22	161	\$34,580.00	\$29,393.00
05/30/22	06/07/22	97	\$37,490.00	\$31,866.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	161	\$34,580.00	\$29,393.00	154.60
June 2022	97	\$37,490.00	\$31,866.50	103.60
Totals	258	\$72,070.00	\$61,259.50	258.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	05/16/22	06/03/22	M-F 5-6am News M-F 5-6am News	CM	5-6am	MTWTF--	:30	4	\$50.00	P-6	0.30	NM	13	\$650.00
(Program: 10NEWS 5A) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 5a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--			4		\$50.00			0.30			
Week:		05/23/22	05/29/22	MTWTF--			4		\$50.00			0.30			
Week:		05/30/22	06/05/22	MTWTF--			5		\$50.00			0.30			
N 2	KGTV	06/06/22	06/07/22	M-F 6-7am News M-F 6-7am News	CM	6-7am	MT-----	:30	2	\$120.00	P-6	0.90	NM	2	\$240.00
(Program: 10NEWS 6A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		06/06/22	06/12/22	MT-----			2		\$120.00			0.90			
N 3	KGTV	05/16/22	06/03/22	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	:30	3	\$120.00	P-6	0.90	NM	12	\$1,440.00
(Program: 10NEWS 6A) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 6a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--			3		\$120.00			0.90			
Week:		05/23/22	05/29/22	MTWTF--			4		\$120.00			0.90			
Week:		05/30/22	06/05/22	MTWTF--			5		\$120.00			0.90			
N 4	KGTV	06/06/22	06/07/22		CM	7-9am	MT-----	:30	3	\$160.00	P-6	1.20	NM	3	\$480.00

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 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Good Morning America											
				M-F Good Morning America											
				(Program: GMA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/06/22	06/12/22	MT-----		3			\$160.00			1.20			
N 5	KGTV	05/16/22	06/03/22	M-F Good Morning America	CM	7-9am	MTWTF--	:30	8	\$160.00	P-6	1.20	NM	36	\$5,410.00
				M-F Good Morning America											
				(Program: GMA)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--		8			\$160.00			1.20			
<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>			
2	KGTV	05/16/22-05/22/22	M-F Good Morning America	7-9am		MTWThF----	:30		(\$160.00)		1.20	NM			
See MG 5.29,5.30,5.31,5.32,5.33,5.34,5.35,5.36															
[NA- no avail- SH 5/16]															
4	KGTV	05/16/22-05/22/22	M-F Good Morning America	7-9am		MTWThF----	:30		(\$160.00)		1.20	NM			
See MG 5.37,5.38,5.39															
[NA- no avail- SH 5/17]															
5	KGTV	05/16/22-05/22/22	M-F Good Morning America	7-9am		MTWThF----	:30		(\$160.00)		1.20	NM			
See MG 5.37,5.38,5.39															
[NA- no avail- SH 5/17]															
29	KGTV	05/18/22-05/27/22	M-F 4-5pm	4-5pm		MTWThF----	:30		\$120.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
30	KGTV	05/18/22-05/27/22	M-F 4-5pm	4-5pm		MTWThF----	:30		\$120.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
31	KGTV	05/18/22-05/27/22	M-F 4-5pm	4-5pm		MTWThF----	:30		\$120.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
32	KGTV	05/18/22-05/27/22	M-F 4-5pm	4-5pm		MTWThF----	:30		\$120.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
33	KGTV	05/23/22-05/27/22	M-F 6-7am News	6-7am		MTWThF----	:30		\$120.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
34	KGTV	05/23/22-05/29/22	M-Su 11pm News ROS	11-1135pm		MTWThFSaSu	:30		\$110.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
35	KGTV	05/23/22-05/29/22	M-Su 11pm News ROS	11-1135pm		MTWThFSaSu	:30		\$110.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
36	KGTV	05/23/22-05/29/22	M-Su 11pm News ROS	11-1135pm		MTWThFSaSu	:30		\$110.00		1.20	NM			
Ⓜ MG for 37.2,37.3,39.2,38.2,5.2															
37	KGTV	05/21/22-06/04/22	Sa 8-9am News	8-9am		-----Sa--	:30		\$160.00		1.20	NM			
Ⓜ MG for 39.3,5.4,5.5															
38	KGTV	05/21/22-06/04/22	Sa 8-9am News	8-9am		-----Sa--	:30		\$160.00		1.20	NM			
Ⓜ MG for 39.3,5.4,5.5															
39	KGTV	05/21/22-06/04/22	Sa 8-9am News	8-9am		-----Sa--	:30		\$160.00		1.20	NM			
Ⓜ MG for 39.3,5.4,5.5															
Week:		05/23/22	05/29/22	MTWTF--		10			\$160.00		1.20				
Week:		05/30/22	06/05/22	MTWTF--		10			\$160.00		1.20				
N 6	KGTV	05/16/22	06/03/22	M-F 10-11am	CM	10-11am	MTWTF--	:30	3	\$320.00	P-3	1.00	NM	10	\$3,200.00
				The View											
				(Program: THE VIEW)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--		3			\$320.00		1.00				
Week:		05/23/22	05/29/22	MTWTF--		3			\$320.00		1.00				
Week:		05/30/22	06/05/22	MTWTF--		4			\$320.00		1.00				
N 7	KGTV	05/16/22	06/03/22	M-F 4-5pm	CM	4-5pm	MTWTF--	:30	5	\$120.00	P-6	0.60	NM	15	\$1,800.00
				10News @ 4pm											
				(Program: 10NEWS 4P)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 4p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--		5			\$120.00		0.60				
Week:		05/23/22	05/29/22	MTWTF--		5			\$120.00		0.60				
Week:		05/30/22	06/05/22	MTWTF--		5			\$120.00		0.60				

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 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	KGTV	05/16/22	06/03/22	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	5	\$190.00	P-6	1.30	NM	16	\$3,040.00
(Program: 10NEWS 5P) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 5p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--			5		\$190.00			1.30			
Week:		05/23/22	05/29/22	MTWTF--			5		\$190.00			1.30			
<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>		
9	KGTV	05/23/22-05/29/22		M-F 5-6pm News		5-6pm	MTWThF----	:30		(\$190.00)		1.30	NM		
See MG 8.17 [Programming - Airt NBA Conference Finals. RF 5/12]															
17	KGTV	05/24/22-05/27/22		M-F 5-6pm News		5-6pm	-TWThF----	:30		\$190.00		1.30	NM		
Ⓜ MG for 8.9 05/23															
Week:		05/30/22	06/05/22	MTWTF--			6		\$190.00			1.30			
N 9	KGTV	06/06/22	06/06/22	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	M-----	:30	1	\$190.00	P-6	1.30	NM	1	\$190.00
(Program: 10NEWS 5P)															
Week:		06/06/22	06/12/22	M-----			1		\$190.00			1.30			
N 10	KGTV	05/16/22	06/03/22	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	4	\$560.00	P-3	1.80	NM	12	\$6,720.00
(Program: 10NEWS 6P) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 6p News															
Week:		05/16/22	05/22/22	MTWTF--			4		\$560.00			1.80			
Week:		05/23/22	05/29/22	MTWTF--			4		\$560.00			1.80			
Week:		05/30/22	06/05/22	MTWTF--			5		\$560.00			1.80			
<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>		
10	KGTV	05/30/22-06/05/22		M-F 6-630pm News		6-630pm	MTWThF----	:30		(\$560.00)		1.80	NM		
See MG 11.14, 11.15 [Programming - airs "NBA" from 530PM to 830PM. RFarber 5/17]															
N 11	KGTV	05/16/22	06/03/22	M-F 7-730pm News M-F 7-730pm News	CM	7-730pm	MTWTF--	:30	4	\$290.00	P-6	1.80	NM	14	\$4,330.00
(Program: 10NEWS 7P) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 7p News															
Week:		05/16/22	05/22/22	MTWTF--			4		\$290.00			1.80			
Week:		05/23/22	05/29/22	MTWTF--			4		\$290.00			1.80			
Week:		05/30/22	06/05/22	MTWTF--			5		\$290.00			1.80			
<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>		
9	KGTV	05/30/22-06/05/22		M-F 7-730pm News		7-730pm	MTWThF----	:30		(\$290.00)		1.80	NM		
See MG 11.14, 11.15 [Programming - airs "NBA" from 530PM to 830PM. RFarber 5/17]															
14	KGTV	05/30/22-06/05/22		M-F 7-730pm News		7-730pm	MTW-F----	:30		\$290.00		1.80	NM		
Ⓜ MG for 10.10, 11.9															
15	KGTV	05/30/22-06/05/22		M-F 6-630pm News		6-630pm	MTW-F----	:30		\$560.00		1.80	NM		
Ⓜ MG for 10.10, 11.9															
N 12	KGTV	05/16/22	05/16/22	Monday Prime C Monday Prime C	CM	10-11pm	M-----	:30	1	\$560.00	P-6	1.40	NM	1	\$560.00
(Program: GOOD DOCTOR) 2Q22 ESTIMATE (sell) - 2021 impact average of Good Doctor															
Week:		05/16/22	05/22/22	M-----			1		\$560.00			1.40			
N 13	KGTV	05/16/22	06/05/22	M-Su 11pm News ROS M-Su 11pm News ROS	CM	11-1135pm	MTWTFSS	:30	5	\$110.00	P-6	0.70	NM	17	\$1,870.00
(Program: 10NEWS 11P M-SU) 2Q22 ESTIMATE (sell) - 2Q21 impact average of 11p News															
Week:		05/16/22	05/22/22	MTWTFSS			5		\$110.00			0.70			
Week:		05/23/22	05/29/22	MTWTFSS			6		\$110.00			0.70			
Week:		05/30/22	06/05/22	MTWTFSS			6		\$110.00			0.70			
N 14	KGTV	06/06/22	06/06/22		CM	11-1135pm	M-----	:30	1	\$110.00	P-6	0.70	NM	1	\$110.00

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1135pm News											
				M-F 11-1135pm News											
				(Program: 10NEWS 11P M-SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/06/22	06/12/22	M-----	1	\$110.00	0.70								
N15	KGTV	05/16/22	06/03/22	M-F 1135pm Kimmel	CM	1135pm	MTWTF--	:30	5	\$80.00	P-6	0.50	NM	15	\$1,200.00
				M-F 1135pm Kimmel											
				(Program: JIMMY KIMMEL LIVE!)											
				2Q22 ESTIMATE (sell) - 2Q21 impact aveagre of Jimmy Kimmel Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/16/22	05/22/22	MTWTF--	5	\$80.00	0.50								
Week:		05/23/22	05/29/22	MTWTF--	5	\$80.00	0.50								
Week:		05/30/22	06/05/22	MTWTF--	5	\$80.00	0.50								
N16	KGTV	06/06/22	06/06/22	M-F Nightline	CM	Nightline	M-----	:30	1	\$40.00	P-6	0.20	NM	1	\$40.00
				M-F Nightline											
				(Program: NIGHTLINE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/06/22	06/12/22	M-----	1	\$40.00	0.20								
N17	KGTV	05/16/22	06/03/22	M-F Nightline	CM	Nightline	MTWTF--	:30	3	\$40.00	P-6	0.20	NM	12	\$480.00
				M-F Nightline											
				(Program: NIGHTLINE)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/16/22	05/22/22	MTWTF--	3	\$40.00	0.20								
Week:		05/23/22	05/29/22	MTWTF--	4	\$40.00	0.20								
Week:		05/30/22	06/05/22	MTWTF--	5	\$40.00	0.20								
N18	KGTV	05/16/22	06/03/22	News Repeat	CM	106-141am	MTWTF--	:30	4	\$20.00	P-6	0.20	NM	13	\$260.00
				News Repeat											
				(Program: 10NEWS 11P ENCORE)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 11p News Encore											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/16/22	05/22/22	MTWTF--	4	\$20.00	0.20								
Week:		05/23/22	05/29/22	MTWTF--	4	\$20.00	0.20								
Week:		05/30/22	06/05/22	MTWTF--	5	\$20.00	0.20								
N20	KGTV	05/30/22	06/02/22	NBA Finals Game 1	CM	NBA Finals Game	---T---	:30	2	\$4,800.00	P-6	3.00	NM	2	\$9,600.00
				NBA Finals Game 1											
				(Program: NBA FINALS GAME 1)											
				2Q22 ESTIMATE (sell) - 2021 actual of NBA Finals Game 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/30/22	06/05/22	---T---	2	\$4,800.00	3.00								
N21	KGTV	05/16/22	05/19/22	Thursday Prime A	CM	8-9pm	---T---	:30	1	\$880.00	P-6	1.60	NM	1	\$880.00
				Thursday Prime A											
				(Program: STATION 19)											
				2Q22 ESTIMATE (sell) - 2021 average of Station 19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/16/22	05/22/22	---T---	1	\$880.00	1.60								
N22	KGTV	05/16/22	05/26/22	Thursday Prime B	CM	9-10pm	---T---	:30	1	\$1,280.00	P-6	1.50	NM	2	\$2,560.00
				Thursday Prime B											
				(Program: GREYS ANATOMY)											
				2Q22 ESTIMATE (sell) - 2021 impact average of Greys Anatomy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/16/22	05/22/22	---T---	1	\$1,280.00	1.50								
Week:		05/23/22	05/29/22	---T---	1	\$1,280.00	1.50								
<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>						
2	KGTV	05/23/22-05/29/22	Thursday Prime B	9-10pm	---Th-----	:30	(\$1,280.00)	1.50	NM						
See MG 22.3															
[Inventory code/Programming Length. From 757PM to 10PM air Grey's Anatomy, inventory code Thrsday Prime A. RF 5/16]															
3	KGTV	05/23/22-05/29/22	Thursday Prime A	8-9pm	---Th-----	:30	\$1,280.00	1.50	NM						
Ⓜ MG for 22.2 05/26															
N23	KGTV	05/16/22	06/03/22	Friday Prime B	CM	9-10pm	----F--	:30	2	\$600.00	P-6	1.10	NM	6	\$3,600.00
				Friday Prime B											
				(Program: 20/20 FRI 2HR)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 20/20											

Order / Rev: 1020162
 Alt Order #: WOC13601380
 Flight Dates: 05/16/22 - 06/07/22

Advertiser: Bonta/Democrat/Attorney General
 Product Desc: CA ATTORNEY GENERAL
 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N24	KGTV	05/16/22	06/04/22	Sa 5-6am News	CM	5-6am	-----S-	:30	1	\$40.00	P-6	0.40	NM	3	\$120.00
				Sa 5-6am News											
				(Program: 10NEWS SAT 5A)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 5a News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		1				\$40.00		0.40			
		Week: 05/23/22	05/29/22	-----S-		1				\$40.00		0.40			
		Week: 05/30/22	06/05/22	-----S-		1				\$40.00		0.40			
N25	KGTV	05/16/22	06/04/22	Sa 6-7am News	CM	6-7am	-----S-	:30	1	\$120.00	P-6	1.10	NM	3	\$360.00
				Sa 6-7am News											
				(Program: 10NEWS SAT 6A)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 6a News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		1				\$120.00		1.10			
		Week: 05/23/22	05/29/22	-----S-		1				\$120.00		1.10			
		Week: 05/30/22	06/05/22	-----S-		1				\$120.00		1.10			
N26	KGTV	05/16/22	06/04/22	Sa GMA Hour 1	CM	7-8am	-----S-	:30	1	\$360.00	P-3	1.70	NM	3	\$1,080.00
				Sa GMA Hour 1											
				(Program: GMA 7A SAT)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of GMA 7a Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		1				\$360.00		1.70			
		Week: 05/23/22	05/29/22	-----S-		1				\$360.00		1.70			
		Week: 05/30/22	06/05/22	-----S-		1				\$360.00		1.70			
N27	KGTV	05/16/22	06/04/22	Sa 8-9am News	CM	8-9am	-----S-	:30	1	\$160.00	P-6	1.60	NM	3	\$480.00
				Sa 8-9am News											
				(Program: 10NEWS SAT 8A)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 8a News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		1				\$160.00		1.60			
		Week: 05/23/22	05/29/22	-----S-		1				\$160.00		1.60			
		Week: 05/30/22	06/05/22	-----S-		1				\$160.00		1.60			
N28	KGTV	05/16/22	06/04/22	Sa GMA Hour 2	CM	9-10am	-----S-	:30	1	\$100.00	P-6	1.30	NM	3	\$300.00
				Sa GMA Hour 2											
				(Program: GMA SAT 9A)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of GMA 9a Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		1				\$100.00		1.30			
		Week: 05/23/22	05/29/22	-----S-		1				\$100.00		1.30			
		Week: 05/30/22	06/05/22	-----S-		1				\$100.00		1.30			
N29	KGTV	05/16/22	06/04/22	Sa/Su 5-530pm News	CM	5-530pm	-----S-	:30	1	\$140.00	P-6	1.40	NM	3	\$420.00
				Sa/Su 5-530pm News											
				(Program: 10NEWS SAT 5P)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 5p News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		0				\$0.00		0.00			
		Week: 05/23/22	05/29/22	-----S-		2				\$140.00		1.40			
		Week: 05/30/22	06/05/22	-----S-		1				\$140.00		1.40			
N30	KGTV	05/16/22	06/04/22	ABC World News Saturday	CM	530-6pm	-----S-	:30	1	\$280.00	P-6	2.40	NM	2	\$560.00
				World News Saturday											
				(Program: ABC WORLD NEWS SAT)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of ABC World News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-		0				\$0.00		0.00			
		Week: 05/23/22	05/29/22	-----S-		1				\$280.00		2.40			
		Week: 05/30/22	06/05/22	-----S-		1				\$280.00		2.40			
N31	KGTV	05/16/22	06/04/22	Sa/Su 6-630pm News	CM	6-630pm	-----S-	:30	1	\$160.00	P-6	1.60	NM	3	\$480.00
				Sa/Su 6-630pm News											
				(Program: 10NEWS SAT 6P)											
				2Q22 ESTIMATE (sell) - 2Q21 impact average of 6p News Saturday											

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Advertiser: Bonta/Democrat/Attorney General
 Product Desc: CA ATTORNEY GENERAL
 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N32	KGTV	05/16/22	06/05/22	Su 6-7am News Su 6-7am News	CM	6-7am	-----S	:30	1	\$120.00	P-6	1.10	NM	3	\$360.00
(Program: 10NEWS SUN 6A)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of 6a News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----		0				\$0.00		0.00			
Week:		05/23/22	05/29/22	-----S-		1				\$160.00		1.60			
Week:		05/30/22	06/05/22	-----S-		2				\$160.00		1.60			
N33	KGTV	05/16/22	06/05/22	Su Good Morning Ameri Su Good Morning America	CM	7-8am	-----S	:30	1	\$140.00	P-6	1.20	NM	3	\$420.00
(Program: GMA SUN)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of GMA Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S		1				\$140.00		1.20			
Week:		05/23/22	05/29/22	-----S		1				\$140.00		1.20			
Week:		05/30/22	06/05/22	-----S		1				\$140.00		1.20			
N34	KGTV	05/16/22	06/05/22	Su 8-9am News Su 8-9am News	CM	8-9am	-----S	:30	1	\$140.00	P-6	1.10	NM	3	\$420.00
(Program: 10NEWS SUN 8A)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of 8a News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S		1				\$140.00		1.10			
Week:		05/23/22	05/29/22	-----S		1				\$140.00		1.10			
Week:		05/30/22	06/05/22	-----S		1				\$140.00		1.10			
N35	KGTV	05/16/22	06/05/22	This Week This Week	CM	9-10am	-----S	:30	1	\$640.00	P-3	1.30	NM	3	\$1,920.00
(Program: THIS WEEK)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of This Week															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S		1				\$640.00		1.30			
Week:		05/23/22	05/29/22	-----S		1				\$640.00		1.30			
Week:		05/30/22	06/05/22	-----S		1				\$640.00		1.30			
<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>		
3	KGTV	05/30/22-06/05/22	This Week			9-10am	-----Su	:30		(\$640.00)		1.30	NM		
See MG 35.4															
[Program/ Time/Inventory code. Due to Specials, This Week airs 3-4PM with Inventory code Su 9am-5pm ROS. RFarber 5/17]															
4	KGTV	05/30/22-06/05/22	Su 9am-5pm ROS			9am-5pm	(3:00 PM-4:00 PM)-----Su	:30		\$640.00		1.30	NM		
Ⓜ MG for 35.3 06/05															
N36	KGTV	05/30/22	06/05/22	NBA Finals Game 2 NBA Finals Game 2	CM	NBA Finals Game	-----S	:30	2	\$5,600.00	P-6	3.70	NM	2	\$11,200.00
(Program: NBA FINALS GAME 2)															
2Q22 ESTIMATE (sell) - 2020-2021 impact average of NBA Finals Game 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----S		2				\$5,600.00		3.70			
N37	KGTV	05/16/22	05/29/22	Sa/Su 5-530pm News Sa/Su 5-530pm News	CM	5-530pm	-----S	:30	1	\$145.00	P-6	1.30	NM	0	\$0.00
(Program: 10NEWS SUN 5P)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of 5p News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----		0				\$0.00		0.00			
Week:		05/23/22	05/29/22	-----S		2				\$145.00		1.30			
<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>		
2	KGTV	05/23/22-05/29/22	Sa/Su 5-530pm News			5-530pm	-----Su	:30		(\$145.00)		1.30	NM		
See MG 5.29,5.30,5.31,5.32,5.33,5.34,5.35,5.36															
[TP sold - RF 5/16]															
3	KGTV	05/23/22-05/29/22	Sa/Su 5-530pm News			5-530pm	-----Su	:30		(\$145.00)		1.30	NM		
See MG 5.29,5.30,5.31,5.32,5.33,5.34,5.35,5.36															
[TP sold - RF 5/16]															

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 Flight Dates: 05/16/22 - 06/07/22

Advertiser: Bonta/Democrat/Attorney General
 Product Desc: CA ATTORNEY GENERAL
 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N38	KGTV	05/16/22	05/29/22	ABC World News Sunday World News Sunday	CM	530-6pm	-----S	:30	1	\$320.00	P-6	2.00	NM	0	\$0.00
(Program: ABC WORLD NEWS SUN)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of ABC World News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----			0		\$0.00		0.00				
Week:		05/23/22	05/29/22	-----S			1		\$320.00		2.00				
<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>		
2	KGTV	05/23/22-05/29/22		ABC World News Sunday		530-6pm		-----Su	:30	(\$320.00)		2.00	NM		
See MG 5.29,5.30,5.31,5.32,5.33,5.34,5.35,5.36															
[No Inventory - RF 5/16]															
N39	KGTV	05/16/22	05/29/22	Sa/Su 6-630pm News Sa/Su 6-630pm News	CM	6-630pm	-----S	:30	1	\$160.00	P-6	1.40	NM	0	\$0.00
(Program: 10NEWS SUN 6P)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of 6p News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----			0		\$0.00		0.00				
Week:		05/23/22	05/29/22	-----S			2		\$160.00		1.40				
<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>		
2	KGTV	05/23/22-05/29/22		Sa/Su 6-630pm News		6-630pm		-----Su	:30	(\$160.00)		1.40	NM		
See MG 5.29,5.30,5.31,5.32,5.33,5.34,5.35,5.36															
[No Inventory - RF 5/16]															
3	KGTV	05/23/22-05/29/22		Sa/Su 6-630pm News		6-630pm		-----Su	:30	(\$160.00)		1.40	NM		
See MG 5.37,5.38,5.39															
[TP sold - RF 5/17]															
N40	KGTV	05/16/22	05/29/22	Sunday Prime A Sunday Prime A	CM	7-8pm	-----S	:30	1	\$360.00	P-6	0.90	NM	2	\$720.00
(Program: AMERICAS FUNNIEST HOME VIDS)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of AFHV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----			0		\$0.00		0.00				
Week:		05/23/22	05/29/22	-----S			2		\$360.00		0.90				
N41	KGTV	05/16/22	05/29/22	Sunday Prime B Sunday Prime B	CM	8-9pm	-----S	:30	2	\$960.00	P-6	2.10	NM	2	\$1,920.00
(Program: AMERICAN IDOL 2022)															
2Q22 ESTIMATE (sell) - 2021 impact average of American Idol Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S			2		\$960.00		2.10				
Week:		05/23/22	05/29/22	-----			0		\$0.00		0.00				
N42	KGTV	05/30/22	06/05/22	Sunday Prime D Sunday Prime D	CM	10-11pm	-----S	:30	1	\$400.00	P-6	1.10	NM	1	\$400.00
(Program: TO TELL THE TRUTH 2022)															
2Q22 ESTIMATE (sell) - 2021 impact average of To Tell The Truth															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/30/22	06/05/22	-----S			1		\$400.00		1.10				
N43	KGTV	05/16/22	06/05/22	Su Sports Xtra Su Sports Xtra	CM	1133-1147pm	-----S	:30	1	\$200.00	P-3	0.50	NM	3	\$600.00
(Program: SPORTS XTRA SUN)															
2Q22 ESTIMATE (sell) - 2Q21 impact average of Sports Xtra Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S			1		\$200.00		0.50				
Week:		05/23/22	05/29/22	-----S			1		\$200.00		0.50				
Week:		05/30/22	06/05/22	-----S			1		\$200.00		0.50				
N44	KGTV	05/16/22	06/05/22	Su 1147pm-1217am Su 1147pm-1217am	CM	1147pm-1217am	-----S	:30	1	\$30.00	P-6	0.30	NM	3	\$90.00
(Program: LF SUN 1 (IN DEPTH GRAHAM))															
2Q22 ESTIMATE (sell) - 2Q21 time period impact average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S			1		\$30.00		0.30				

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Advertiser: Bonta/Democrat/Attorney General
 Product Desc: CA ATTORNEY GENERAL
 Estimate: 2631
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S					1	\$30.00		0.30				
<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	KGTV	05/16/22-05/22/22	Su 1147pm-1217am			1147pm-1217am			-----Su	:30		(\$30.00)	0.30	NM		
		See MG 44.4														
		[Inventory code - airs "America's Funniest Vid.." 1137pm to 1237 inv code Sa/Su 1130pm-1247am. RF 5/12]														
4	KGTV	05/16/22-05/22/22	Sa/Su 1130pm-1247am			1130pm-1247am			-----SaSu	:30		\$30.00	0.30	NM		
		Ⓜ MG for 44.1 05/22														
Week:		05/23/22	05/29/22	-----S					1	\$30.00		0.30				
Week:		05/30/22	06/05/22	-----S					1	\$30.00		0.30				
N45	KGTV	05/21/22	05/21/22	Sa 10am-5pm ROS	CM	10am-5pm	-----S-	:30	1	\$280.00	P-6	0.00	NM	3	\$280.00	
		Sat ABC World News Tonigh (4:30 PM-5:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S-					1	\$280.00		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	KGTV	05/16/22-05/22/22	Sa 10am-5pm ROS			10am-5pm			-----Sa--	:30		(\$280.00)	0.00	NM		
		See MG 45.2,45.3,45.4														
		[TP sold - RF 5/11]														
2	KGTV	05/16/22-05/22/22	M-Su 11pm News ROS			11-1135pm			MTWThFSaSu	:30		\$110.00	0.00	NM		
		Ⓜ MG for 45.1 05/21														
3	KGTV	05/16/22-05/20/22	M-F 4-5pm			4-5pm			MTWThF----	:30		\$120.00	0.00	NM		
		Ⓜ MG for 45.1 05/21														
4	KGTV	05/16/22-05/20/22	M-F 5-6am News			5-6am			MTWThF----	:30		\$50.00	0.00	NM		
		Ⓜ MG for 45.1 05/21														
N46	KGTV	05/22/22	05/22/22	ABC West Coast Specia	CM	5-7pm	-----S	:30	1	\$320.00	P-6	0.00	NM	1	\$320.00	
		Sun ABC World News (4:30 PM-5:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S					1	\$320.00		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	KGTV	05/16/22-05/22/22	ABC West Coast Special			5-7pm			-----Su	:30		(\$320.00)	0.00	NM		
		See MG 46.2														
		[Political P6 rate for American Idol Live West Coast Special must be no less than \$960 please]														
2	KGTV	05/16/22-05/22/22	ABC World News Sunday			530-6pm			-----Su	:30		\$320.00	0.00	NM		
		Ⓜ MG for 46.1 05/22														
N47	KGTV	05/22/22	05/22/22	ABC West Coast Specia	CM	5-7pm	-----S	:30	1	\$960.00	P-6	0.00	NM	1	\$960.00	
		ABC West Coast Special														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/16/22	05/22/22	-----S					1	\$960.00		0.00				
													Totals	258	\$72,070.00	