

# ORDER

**Orders**  
**Order / Rev:** 149891  
 Alt Order #:  
**Product Desc:** ISSUE/CMS 359483  
**Estimate:** 390 10/13-10/10/2016  
**Flight Dates:** 10/13/16 - 10/19/16  
**Original Date / Rev:** 10/11/16 / 10/11/16  
**Order Type:** GEN

**KGO-TV**  
**Primary AE:** Christopher Larcade  
**Sales Office:** N-PH  
**Sales Region:** National

**Agency**  
**Name:** BlueWest Media, LLC  
**Buying Contact:**  
**Billing Contact:**  
 5130 E. 18th Avenue  
 Denver, CO 80220

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

**Advertiser**  
**Name:** NextGen California Action Committee  
**Demographic:** A35+  
**Product Codes:** Issue Non Candidate, Ballot Measures  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-ISS

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/19/16	33	\$56,600.00	\$48,110.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	33	\$56,600.00	\$48,110.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$56,600.00</b>	<b>\$48,110.00</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%

**Order Share**

	Share	Total
KGO-TV	35%	\$56,600.00
Market	100%	\$161,714.29

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	0%	\$0.00
KNTV	15%	\$24,257.14
KOFY	0%	\$0.00
KPIX	20%	\$32,342.86
KRON	0%	\$0.00
KTVU	30%	\$48,514.29
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	10/13/16	10/19/16	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	111----	:30	3	\$1,200.00	P-03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/16	10/19/16	111----		3		\$1,200.00		0.00					
2	KGO	10/13/16	10/19/16	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	---22--	:30	4	\$950.00	P-03	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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 Alt Order #:  
 Flight Dates: 10/13/16 - 10/19/16

Advertiser: NextGen California Action Committee  
 Product Desc: ISSUE/CMS 359483  
 Estimate: 390 10/13-10/10/2016  
**KGO-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KGO	10/13/16	10/19/16	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	--- 22--	:30	4	\$950.00	P-03	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	--- 22--		4				\$950.00		0.00			
3	KGO	10/13/16	10/19/16	5a-6a News Sa ABC7 5a News	CM	Cc 5a-6a	----- 2-	:30	2	\$600.00	P-03	0.00	NM	2	\$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: 10/13/16	10/19/16	----- 2-		2				\$600.00		0.00			
4	KGO	10/13/16	10/19/16	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 6:58 AM-9:00 AM (6:58 AM-9:00 AM)	----- 2	:30	2	\$600.00	P-04	0.00	NM	2	\$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: 10/13/16	10/19/16	----- 2		2				\$600.00		0.00			
N 5	KGO	10/13/16	10/19/16	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	11121--	:30	6	\$900.00	P-03	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	11121--		6				\$900.00		0.00			
6	KGO	10/13/16	10/19/16	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	1- 1- 1--	:30	3	\$2,500.00	P-03	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	1- 1- 1--		3				\$2,500.00		0.00			
N 7	KGO	10/13/16	10/19/16	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	11- 11--	:30	4	\$2,500.00	P-03	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	11- 11--		4				\$2,500.00		0.00			
8	KGO	10/13/16	10/19/16	Prime ABC 7 News ABC 7 News prime	CM	Cc 9-10p	-- 2- - - -	:30	2	\$2,500.00	P-03	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	-- 2- - - -		2				\$2,500.00		0.00			
9	KGO	10/13/16	10/19/16	4p-5p News Sa ABC7 4p News	CM	Cc 4p-5p	----- 1-	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	----- 1-		1				\$2,500.00		0.00			
10	KGO	10/13/16	10/19/16	5p-530p News Su ABC7 5p News	CM	Cc 5p-530p	----- 1	:30	1	\$1,800.00	P-03	0.00	NM	1	\$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: 10/13/16	10/19/16	----- 1		1				\$1,800.00		0.00			
11	KGO	10/13/16	10/19/16	11p-1135p Late News MGM ABC7 11p News	CM	Cc 11p-1135p	- 11- 1--	:30	3	\$2,200.00	P-03	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	- 11- 1--		3				\$2,200.00		0.00			
12	KGO	10/13/16	10/19/16	Jeopardy 7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1- - 1- - -	:30	2	\$4,000.00	P-03	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/16	10/19/16	1- - 1- - -		2				\$4,000.00		0.00			
<b>Totals</b>													<b>33</b>	<b>\$56,600.00</b>	