

# ORDER



**Orders**  
**Order / Rev:** 1338488  
 Alt Order #:  
**Product Desc:** 2024  
**Estimate:** 9033  
**Flight Dates:** 03/01/24 - 03/05/24  
**Original Date / Rev:** 02/27/24 / 02/28/24  
**Order Type:** GENERAL

**KICU**  
**Primary AE:** San Francisco House Account  
**Sales Office:** L-SF  
**Sales Region:** Local

**Agency Name:** Screen Strategies Media  
**Buying Contact:** CAROLINE WAIT  
**Billing Contact:** CAROLINE WAIT  
 15409 Whitechapel Court  
 Centreville, VA 20120

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

**Advertiser Name:** Katie Porter for Senate  
**Demographic:** HH  
**Product Codes:** PL1c  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** Political LUR

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** US Senate  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/04/24	4	\$165.00	\$140.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	4	\$165.00	\$140.25	0.00
<b>Totals</b>	<b>4</b>	<b>\$165.00</b>	<b>\$140.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
San Francisco House Account			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KICU	1%	\$165.00
Market	100%	\$16,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBCW	0%	\$0.00
KGO	0%	\$0.00
KNTV	0%	\$0.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	0%	\$0.00
KTVU	30%	\$4,950.00
UNKWN	69%	\$11,385.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVU+	03/02/24	03/02/24	Sa 9a-10a News Sa 9a-10a News	CM	9a-10a	-----S-	:30	2	\$75.00	Politic	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/26/24	03/03/24	-----S-		2		\$75.00		0.00					
N 2	KTVU+	03/04/24	03/04/24	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M-----	:30	1	\$5.00	Politic	0.00	NM	1	\$5.00

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Advertiser: Katie Porter for Senate  
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KICU

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: 03/04/24	03/10/24	M-----		1				\$5.00		0.00			
N 3	KTVU+	03/01/24	03/01/24	M-F 12p-1p M-F 12p-1p	CM	12p-1p	----F--	:30	1	\$10.00	Politic	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	----F--		1				\$10.00		0.00			
													Totals	4	\$165.00