

# ORDER



**Orders**  
**Order / Rev:** 57766  
**Alt Order #:** WOC10150555  
**Product Desc:** CANDIDATE  
**Estimate:** 01  
**Flight Dates:** 10/06/14 - 10/12/14  
**Original Date / Rev:** 09/02/14 / 10/06/14  
**Order Type:** GEN

**KFSN-TV**

**Primary AE:** Tricia Meyer  
**Sales Office:** N-LA  
**Sales Region:** National

**Agency Name:** Milner Butcher Media Group  
**Buying Contact:**  
**Billing Contact:**  
 2056 Cotner Avenue  
 Los Angeles, CA 90025

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

**Advertiser Name:** Luis Chavez for Senate Dist 14  
**Demographic:** A50+  
**Product Codes:** Candidates  
**Priority:** P-00  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/12/14	78	\$26,275.00	\$22,333.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	78	\$26,275.00	\$22,333.75	0.00
<b>Totals</b>	<b>78</b>	<b>\$26,275.00</b>	<b>\$22,333.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tricia Meyer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KFSN-TV	29%	\$26,275.00
Market	100%	\$90,603.45

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KFTV	16%	\$14,496.55
KGPE	18%	\$16,308.62
KMPH	18%	\$16,308.62
KSEE	17%	\$15,402.59
NFSN	0%	\$0.00
UNKWN	2%	\$1,812.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KFSN	10/06/14	10/10/14	M-F 7p-730p Jeopardy!	CM	Cc 7p-730p	MTWTF--	:30	5	\$550.00	P-02	0.00	NM	5	\$2,750.00
(Program: JEOPARDY)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--			5		\$550.00			0.00			
E 2	KFSN	10/06/14	10/10/14	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	MTWTF--	:30	5	\$550.00	P-02	0.00	NM	5	\$2,750.00
(Program: WHEEL)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--			5		\$550.00			0.00			
E 3	KFSN	10/06/14	10/10/14	M-F 11a News Action News Middyay	CM	Cc 11a-1130a	MTWTF--	:30	5	\$250.00	P-00	0.00	NM	5	\$1,250.00

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Advertiser: Luis Chavez for Senate Dist 14  
 Product Desc: CANDIDATE  
 Estimate: 01  
**KFSN-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	KFSN	10/06/14	10/10/14	M-F 5a-6a News Action News Midday	CM	Cc 5a-6a	MTWTF--	:30	10	\$150.00	P-02	0.00	NM	10	\$1,500.00
(Program: MIDDAY NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$250.00		0.00			
E 5	KFSN	10/06/14	10/10/14	M-F 6a-7a Local News Action News AM Live	CM	Cc 6a-7a	MTWTF--	:30	5	\$350.00	P-02	0.00	NM	5	\$1,750.00
(Program: 5A NEWS)2x per day maximum separation required															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					10	\$150.00		0.00			
E 6	KFSN	10/06/14	10/10/14	M-F GMA GMA	CM	Cc 7:00 AM-9:00 AM (7:00 AM-9:00 AM)	MTWTF--	:30	5	\$350.00	P-02	0.00	NM	5	\$1,750.00
(Program: 6A NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$350.00		0.00			
E 7	KFSN	10/06/14	10/11/14	Sa 8a News AM Live Saturday 8AM	CM	Cc 8a-9a	-----S-	:30	1	\$175.00	P-02	0.00	NM	1	\$175.00
(Program: SAT 8A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-					1	\$175.00		0.00			
E 8	KFSN	10/06/14	10/12/14	Su 6a News AM Live Sunday 6AM	CM	Cc 6a-7a	-----S	:30	1	\$150.00	P-02	0.00	NM	1	\$150.00
(Program: SUN 6A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$150.00		0.00			
E 9	KFSN	10/06/14	10/12/14	This Week This Week With George	CM	Cc 9a-10a	-----S	:30	1	\$325.00	P-03	0.00	NM	1	\$325.00
(Program: SUN THIS WEEK)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$325.00		0.00			
E 10	KFSN	10/06/14	10/10/14	M-F 4p News Action News Live at 4p	CM	Cc 4p-5p	MTWTF--	:30	5	\$250.00	P-02	0.00	NM	5	\$1,250.00
(Program: 4P NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$250.00		0.00			
E 11	KFSN	10/06/14	10/10/14	M-F 5p News Action News Live at 5p	CM	Cc 5p-530p	MTWTF--	:30	5	\$500.00	P-02	0.00	NM	5	\$2,500.00
(Program: 5P NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$500.00		0.00			
E 12	KFSN	10/06/14	10/10/14	M-F 630p News Action News Live at 630p	CM	Cc 630p-7p	MTWTF--	:30	5	\$550.00	P-02	0.00	NM	5	\$2,750.00
(Program: 630P NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$550.00		0.00			
E 13	KFSN	10/06/14	10/11/14	Sa 6p News Action News Live at 6p	CM	Cc 6p-630p	-----S-	:30	1	\$250.00	P-02	0.00	NM	1	\$250.00
(Program: SAT 6P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-					1	\$250.00		0.00			
E 14	KFSN	10/06/14	10/12/14	Su 6p News Action News Live at 6p	CM	Cc 6p-630p	-----S	:30	1	\$250.00	P-02	0.00	NM	1	\$250.00
(Program: SUN 6P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$250.00		0.00			
E 15	KFSN	10/06/14	10/10/14	M-F 1237a-106a ABC News Nightline	CM	Cc 1237a-106a	MTWTF--	:30	10	\$75.00	P-02	0.00	NM	10	\$750.00

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 Estimate: 01

KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: NIGHTLINE)2x per day maximum separation required															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					10	\$75.00		0.00			
E 16	KFSN	10/06/14	10/10/14	M-F 1135p-1237a Jimmy Kimmel Live	CM	Cc 1135p-1237a	MTWTF--	:30	5	\$150.00	P-02	0.00	NM	5	\$750.00
(Program: KIMMEL)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--					5	\$150.00		0.00			
E 17	KFSN	10/06/14	10/12/14	M-Su 11p News M-Su Action News Live 11p	CM	Cc 11p-1135p	MTWTFSS	:30	5	\$325.00	P-02	0.00	NM	5	\$1,625.00
(Program: LATE NEWS)1x per day															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTFSS					5	\$325.00		0.00			
E 18	KFSN	10/06/14	10/09/14	Thurs Prime Hour B Scandal	CM	Cc 9:00 PM-10:00 PM (9:00 PM-10:00 PM)	---T---	:30	1	\$2,000.00	P-02	0.00	NM	1	\$2,000.00
(Program: SCANDAL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	---T---					1	\$2,000.00		0.00			
E 19	KFSN	10/06/14	10/10/14	Fri Prime Hour B Shark Tank	CM	Cc 9p-10p	----F--	:30	1	\$1,500.00	P-02	0.00	NM	1	\$1,500.00
(Program: SHARK TANK)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	----F--					1	\$1,500.00		0.00			
N 20	KFSN	10/06/14	10/12/14	M-F 6p News Action News at 6p	CM	Cc 6p-630p	-TWTF--	:30	1	\$250.00	P-02	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--					1	\$250.00		0.00			
													Totals	78	\$26,275.00