

ORDER



Orders	Order / Rev:	762240	
	Alt Order #:		
	Product Desc:	HD24 MOORE TV NOV3	
	Estimate:		
	Flight Dates:	11/03/16 - 11/06/16	Primary AE: House KPTV Local House KPTV Local
	Original Date / Rev:	11/02/16 / 11/02/16	Sales Office: KPTV
	Order Type:	GENERAL	Sales Region: Local
Agency	Name:	Media Analysis Inc	
	Buying Contact:	Marla Jackson	Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		P.O. Box 66490	Billing Cycle: EOM/EOC
		Portland, OR 97290	Agency Commission: 15%
Advertiser	Name:	Ken Moore Democrat Oregon House L	New Business Thru:
	Demographic:	A25-54	Order Separation: 00:15:00
	Product Codes:	Political-Candidates	Advertiser External ID:
	Priority:	PMT	Agency External ID:
	Revenue Codes:	POL, PLC, POL LPL	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/06/16	9	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	9	\$4,600.00	\$3,910.00	0.00
Totals	9	\$4,600.00	\$3,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPTV Local House KF			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	KPTV	11/03/16	11/06/16	M-F 5-6am Good Day Oregon	CM	M-F 5-6am	---11--	:30	2	\$400.00	PMT	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/31/16	11/06/16	---11--		2		\$400.00		0.00					
N 2	KPTV	11/03/16	11/06/16	M-F 6-7am Good Day Oregon	CM	M-F 6-7am	---11--	:30	2	\$700.00	PMT	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/31/16	11/06/16	---11--		2		\$700.00		0.00					
N 3	KPTV	11/03/16	11/06/16	M-F 7-9am Good Day Oregon	CM	M-F 7-9am	---11--	:30	2	\$600.00	PMT	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:	10/31/16	11/06/16	---11--		2		\$600.00		0.00					
N 4	KPTV	11/05/16	11/05/16	Sat 6-9am GDO Good Day Oregon Saturday	CM	Sat 6-9am	-----2-	:30	2	\$400.00	PMT	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/31/16	11/06/16	-----2-		2		\$400.00		0.00					
N 5	KPTV	11/06/16	11/06/16	Sun 7-9am GDO Good Day Oregon Sunday	CM	Sun 7-9am	-----1	:30	1	\$400.00	PMT	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/31/16	11/06/16	-----1		1		\$400.00		0.00					
													Totals	9	\$4,600.00

Client: HD24 MOORE
 Product:
 Campaign: HD24 MOORE TV NOV3

Station Order

Media Analysis, Inc.
 PO Box 66490
 Portland, OR 97290
 503-236-8556

Rev #: 0

Flight From: 11/03/2016 to 11/07/2016

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Marla Jackson
 Sweeps: Share Oct 2015 -> HUT/PUT Oct 15

Market: PORTLAND, OR
 Station: KPTV
 Station Contact: Mark Handwerger

Actg. Order No.: 241
 WS Order No.: 1242
 Contract No.:

762240

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 31	Nov 07	Total Spots	DMA HH (R)
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD DAY-5	\$400.00 \$800.00	\$340.00 \$680.00	2		2	2.1 \$190.48
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD DAY-6	\$700.00 \$1,400.00	\$595.00 \$1,190.00	2		2	3.5 \$200.00
3	MTWRF-- 07:00A-09:00A	EM 30	GOOD DAY OREGN	\$600.00 \$1,200.00	\$510.00 \$1,020.00	2		2	4.3 \$139.53
4	-----S- 06:00A-09:00A	EM 30	GOOD DAY SA-6	\$400.00 \$800.00	\$340.00 \$680.00	2		2	2.8 \$142.86
5	-----Su 07:00A-09:00A	EM 30	GD DY ORGN SUN	\$400.00 \$400.00	\$340.00 \$340.00	1		1	2.9 \$137.93
				\$4,600.00	\$3,910.00	9		9	

28.3

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
Nov	9	28.3	\$4,600.00	\$162.54	\$3,910.00	\$138.16
	9	28.3	\$4,600.00	\$162.54	\$3,910.00	\$138.16