

ORDER



Orders
Order / Rev: 134621
Alt Order #:
Product Desc: Perea for Mayor 2016
Estimate: May 9 - May 15, 2016
Flight Dates: 05/09/16 - 05/15/16
Original Date / Rev: 05/06/16 / 05/06/16
Order Type: GEN

KFSN-TV

Primary AE: Greg Baker
Sales Office: L-FRE
Sales Region: Local

Agency Name: Applied Paradigms
Buying Contact:
Billing Contact:
 1818 L Street, Unit 713
 Sacramento, CA 95811

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

Advertiser Name: Henry R. Perea for Fresno Mayor 2016
Demographic: HH
Product Codes: Local/State Candidate
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/16	05/15/16	31	\$11,460.00	\$9,741.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2016	31	\$11,460.00	\$9,741.00	0.00
Totals	31	\$11,460.00	\$9,741.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Greg Baker			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
E 1	KFSN	05/09/16	05/15/16	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	MTWTF--	:30	4	\$350.00	P-02	0.00	NM	4	\$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:		05/09/16	05/15/16	MTWTF--			4		\$350.00		0.00				
E 2	KFSN	05/09/16	05/15/16	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	MTWTF--	:30	4	\$280.00	P-02	0.00	NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			4		\$280.00		0.00				
E 3	KFSN	05/09/16	05/15/16	M-F 5p News Action News at 5p	CM	Cc 5p-530p	MTWTF--	:30	3	\$475.00	P-02	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			3		\$475.00		0.00				
E 4	KFSN	05/09/16	05/15/16	M-F 6p News Action News at 6p	CM	Cc 6p-630p	MTWTF--	:30	3	\$450.00	P-02	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			3		\$450.00		0.00				
E 5	KFSN	05/09/16	05/15/16	M-F 630p News Action News at 630p	CM	Cc 630p-7p	MTWTF--	:30	4	\$475.00	P-02	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			4		\$475.00		0.00				
E 6	KFSN	05/09/16	05/15/16	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	MTWTF--	:30	4	\$410.00	P-02	0.00	NM	4	\$1,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			4		\$410.00		0.00				

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KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KFSN	05/09/16	05/15/16	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	MTWTF--	:30	4	\$375.00	P-02	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTF--			4		\$375.00		0.00				
E 8	KFSN	05/09/16	05/15/16	M-Su 11p News Action News M-Su 11-1135p	CM	Cc 11p-1135p	MTWTFSS	:30	5	\$225.00	P-02	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/09/16	05/15/16	MTWTFSS			5		\$225.00		0.00				
													Totals	31	\$11,460.00