

ORDER



Orders
Order / Rev: 182346
Alt Order #:
Product Desc: McCain for Senate
Estimate: 3644
Flight Dates: 10/04/16 - 10/10/16
Original Date / Rev: 08/30/16 / 10/05/16
Order Type: GENERAL

KGUN

Primary AE: Erin Coppock
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mentzer Media
Buying Contact:
Billing Contact:
 210 West Pennsylvania Ave
 Towson, MD 21204

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

Advertiser
Name: McCain/Republican/Senate
Demographic: A25-54
Product Codes: PL Federal Candidate
Priority: P-3
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	86	\$17,310.00	\$14,713.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	86	\$17,310.00	\$14,713.50	0.00
Totals	86	\$17,310.00	\$14,713.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Coppock			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	KGUN	10/04/16	10/10/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	-----	:30	0	\$90.00	P-3	0.00	NM	8	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	22121--		8		\$90.00		0.00					
N 2	KGUN	10/04/16	10/10/16	M-F Good Morning America M-F Good Morning America	CM	7-9am	-----	:30	0	\$100.00	P-3	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	22211--		8		\$100.00		0.00					
N 3	KGUN	10/04/16	10/10/16	This Week This Week	CM	7-8am	-----	:30	0	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	-----1		1		\$75.00		0.00					
N 4	KGUN	10/04/16	10/10/16	M-F 9-10am M-F 9-10am	CM	9-10am	-----	:30	0	\$80.00	P-3	0.00	NM	7	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	22111--		7		\$80.00		0.00					
N 5	KGUN	10/04/16	10/10/16	M-F 10-11am M-F 10-11am	CM	10-11am	-----	:30	0	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	11-11--		4		\$100.00		0.00					
N 6	KGUN	10/04/16	10/10/16		CM	3-4pm	-----	:30	0	\$75.00	P-3	0.00	NM	4	\$300.00

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KGUN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4pm											
				M-F 3-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1111---	4		\$75.00		0.00						
N 7	KGUN	10/04/16	10/10/16	M-F 4-430pm	CM	4-430pm	-----	:30	0	\$125.00	P-3	0.00	NM	5	\$625.00
				M-F 4-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1111--	5		\$125.00		0.00						
N 8	KGUN	10/04/16	10/10/16	M-F 5-530pm News	CM	5-530pm	-----	:30	0	\$200.00	P-3	0.00	NM	5	\$1,000.00
				M-F 5-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1111--	5		\$200.00		0.00						
N 9	KGUN	10/04/16	10/10/16	M-F 6-630pm News	CM	6-630pm	-----	:30	0	\$200.00	P-3	0.00	NM	5	\$1,000.00
				M-F 6-630pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1-211--	5		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KGUN	10/04/16-10/10/16		M-F 6-630pm News	6-630pm		MTWThF----	:30	\$200.00		0.00	NM			
N 10	KGUN	10/04/16	10/10/16	M-F 630-7pm	CM	630-7pm	-----	:30	0	\$250.00	P-3	0.00	NM	5	\$1,250.00
				M-F 630-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1-121--	5		\$250.00		0.00						
N 11	KGUN	10/04/16	10/10/16	Monday Prime A	CM	7-8pm	-----	:30	0	\$990.00	P-3	0.00	NM	3	\$2,970.00
				Monday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	3-----	3		\$990.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KGUN	10/04/16-10/10/16		Monday Prime A	7-8pm		M-----	:30	(\$990.00)		0.00	NM			
				See MG 11.4											
				[LOWEST RATE]											
2	KGUN	10/04/16-10/10/16		Monday Prime A	7-8pm		M-----	:30	\$990.00		0.00	NM			
3	KGUN	10/04/16-10/10/16		Monday Prime A	7-8pm		M-----	:30	\$990.00		0.00	NM			
4	KGUN	10/04/16-10/10/16		Monday Prime A	7-8pm		M-----	:30	\$990.00		0.00	NM			
				Ⓜ MG for 11.1 10/10											
N 13	KGUN	10/04/16	10/10/16	Wednesday Prime B	CM	8-9pm	-----	:30	0	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				Wednesday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	--1----	1		\$1,100.00		0.00						
N 14	KGUN	10/04/16	10/10/16	General Election Debate	CM	Various	-----2	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
				General Election Debate											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	-----2	2		\$700.00		0.00						
N 15	KGUN	10/04/16	10/10/16	M-F 10-1035pm News	CM	10-1035pm	-----	:30	0	\$200.00	P-3	0.00	NM	5	\$1,000.00
				M-F 10-1035pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	1111--	5		\$200.00		0.00						
N 16	KGUN	10/04/16	10/10/16	M-F 1035-1137pm	CM	1035-1137pm	-----	:30	0	\$80.00	P-3	0.00	NM	8	\$710.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	22211--	8		\$80.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KGUN	10/04/16-10/10/16		M-F 1035-1137pm	1035-1137pm		MTWThF----	:30	(\$80.00)		0.00	NM			
				See MG 16.9											
				[Oversold]											
9	KGUN	10/04/16-10/10/16		M-F 1035-1137pm	1035-1137pm		MTWThF----	:30	\$150.00		0.00	NM			
				Ⓜ MG for 16.2 10/06											
N 17	KGUN	10/04/16	10/10/16	M-F 1137pm-1206am	CM	1137pm-1206am	-----	:30	0	\$20.00	P-3	0.00	NM	5	\$100.00
				Nightline											
		<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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N17	KGUN	10/04/16	10/10/16	M-F 1137pm-1206am Nightline	CM	1137pm-1206am	-----	:30	0	\$20.00	P-3	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	11111--		5		\$20.00		0.00					
N18	KGUN	10/04/16	10/10/16	VP Debate VP Debate	CM	Various	-----	:30	0	\$600.00	P-3	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:	10/04/16	10/10/16	-2-----		2		\$600.00		0.00					
N19	KGUN	10/08/16	10/08/16	Sa 10-1035pm News Sa 10-1035pm News	CM	10-1035pm	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	-----1-		1		\$150.00		0.00					
N20	KGUN	10/09/16	10/09/16	Su 10-1035pm News Su 10-1035pm News	CM	10-1035pm	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	-----S		1		\$175.00		0.00					
N21	KGUN	10/04/16	10/10/16	M-F 10-11am M-F 10-11am	CM	10-11am	-----	:30	0	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	--1----		1		\$175.00		0.00					
N22	KGUN	10/04/16	10/10/16	M-F 3-4pm M-F 3-4pm	CM	3-4pm	-----	:30	0	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	11-11--		4		\$150.00		0.00					
N23	KGUN	10/04/16	10/10/16	Friday Prime C Friday Prime C	CM	9-10pm	-----	:30	0	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/04/16	10/10/16	----1--		1		\$1,000.00		0.00					
Totals													86	\$17,310.00	