

ORDER



Orders
Order / Rev: 63749
Alt Order #:
Product Desc: Fall TV Campaign
Estimate: 4135
Flight Dates: 10/13/14 - 10/19/14
Original Date / Rev: 10/13/14 / 10/13/14
Order Type: GEN

KFSN-TV

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

Agency
Name: Catalyst Marketing
Buying Contact:
Billing Contact:
 1466 Van Ness
 Fresno, CA 93721

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

Advertiser
Name: Rachel Hill for Superior Court Judge
Demographic: HH
Product Codes: Candidates
Priority: P-03
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	10/19/14	15	\$4,050.00	\$3,442.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	15	\$4,050.00	\$3,442.50	0.00
Totals	15	\$4,050.00	\$3,442.50	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
N 1	KFSN	10/13/14	10/17/14	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	- TWTF - -	:30	4	\$125.00	P-03	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/13/14	10/19/14	- TWTF - -			4		\$125.00		0.00				
N 2	KFSN	10/13/14	10/17/14	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	- TWTF - -	:30	4	\$275.00	P-03	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/13/14	10/19/14	- TWTF - -			4		\$275.00		0.00				
N 3	KFSN	10/13/14	10/19/14	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	- - - - - S -	:30	1	\$150.00	P-03	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:		10/13/14	10/19/14	- - - - - S -			1		\$150.00		0.00				
N 4	KFSN	10/13/14	10/19/14	M-F 6p News Action News at 6p	CM	Cc 6p-630p	- TWTF - -	:30	4	\$475.00	P-03	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:		10/13/14	10/19/14	- TWTF - -			4		\$475.00		0.00				
N 5	KFSN	10/13/14	10/19/14	Sa 6p News Sa 6p News	CM	Cc 6p-630p	- - - - - S -	:30	1	\$200.00	P-03	0.00	NM	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:		10/13/14	10/19/14	- - - - - S -			1		\$200.00		0.00				
N 6	KFSN	10/13/14	10/19/14	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	- - - - - S	:30	1	\$200.00	P-03	0.00	NM	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:		10/13/14	10/19/14	- - - - - S			1		\$200.00		0.00				

