

ORDER



Orders
Order / Rev: 197718
 Alt Order #:
Product Desc: 10/12/2016 - 10/18/2016
Estimate: 2648
Flight Dates: 10/12/16 - 10/18/16
Original Date / Rev: 10/11/16 / 10/13/16
Order Type: GENERAL

KGUN
Primary AE: House Account
Sales Office: KGUNL
Sales Region: LOC

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact: Caroline Bahng
 11150 Fairfax Blvd. Ste. 505
 Fairfax, VA 22030

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

Advertiser Name: Kirkpatrick/Democrat/Senate
Demographic: A25-54
Product Codes: PL Federal Candidate
Priority: DEF
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/18/16	69	\$20,520.00	\$17,442.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	69	\$20,520.00	\$17,442.00	0.00
Totals	69	\$20,520.00	\$17,442.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Account			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	10/12/16	10/18/16	M-F 5-6am News M-F 5-6am News	CM	5-6am	1--1---	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/10/16	10/16/16	---1---		1		\$70.00		0.00					
		Week: 10/17/16	10/23/16	1-----		1		\$70.00		0.00					
N 2	KGUN	10/12/16	10/18/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$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: 10/10/16	10/16/16	--111--		3		\$250.00		0.00					
		Week: 10/17/16	10/23/16	11-----		2		\$250.00		0.00					
N 3	KGUN	10/12/16	10/18/16	M-F Good Morning America M-F Good Morning America	CM	7-9am	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$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: 10/10/16	10/16/16	--111--		3		\$300.00		0.00					
		Week: 10/17/16	10/23/16	11-----		2		\$300.00		0.00					
N 4	KGUN	10/12/16	10/18/16	Sa Good Morning America Sa Good Morning America	CM	6-7am	-----1-	:30	1	\$200.00	P-2	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: 10/10/16	10/16/16	-----1-		1		\$200.00		0.00					
		Week: 10/17/16	10/23/16	-----		0		\$200.00		0.00					
N 5	KGUN	10/12/16	10/18/16	Su Good Morning America Su Good Morning America	CM	6-7am	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00

Order / Rev: 197718
 Alt Order #:
 Flight Dates: 10/12/16 - 10/18/16

Advertiser: Kirkpatrick/Democrat/Senate
 Product Desc: 10/12/2016 - 10/18/2016
 Estimate: 2648
KGUN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KGUN	10/12/16	10/18/16	Su Good Morning America Su Good Morning America	CM	6-7am	-----1	:30	1	\$125.00	P-2	0.00	NM	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: 10/10/16	10/16/16	-----1		1				\$125.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$125.00		0.00			
N 6	KGUN	10/12/16	10/18/16	M-F 9-10am M-F 9-10am	CM	9-10am	11111--	:30	5	\$135.00	P-2	0.00	NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--111--		3				\$135.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$135.00		0.00			
N 7	KGUN	10/12/16	10/18/16	M-F 10-11am M-F 10-11am	CM	10-11am	---1---	:30	1	\$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: 10/10/16	10/16/16	---1---		1				\$175.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$175.00		0.00			
N 8	KGUN	10/12/16	10/18/16	M-F 1-2pm M-F 1-2pm	CM	1-2pm	-1-----	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----		0				\$135.00		0.00			
		Week: 10/17/16	10/23/16	-1-----		1				\$135.00		0.00			
N 9	KGUN	10/12/16	10/18/16	M-F 2-3pm M-F 2-3pm	CM	2-3pm	1-1-1--	:30	3	\$20.00	P-3	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--1-1--		2				\$20.00		0.00			
		Week: 10/17/16	10/23/16	1-----		1				\$20.00		0.00			
N 10	KGUN	10/12/16	10/18/16	M-F 3-4pm M-F 3-4pm	CM	3-4pm	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--111--		3				\$75.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$75.00		0.00			
N 11	KGUN	10/12/16	10/18/16	M-F 4-430pm M-F 4-430pm	CM	4-430pm	-1-11--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--		2				\$225.00		0.00			
		Week: 10/17/16	10/23/16	-1-----		1				\$225.00		0.00			
N 12	KGUN	10/12/16	10/18/16	M-F 430-5pm M-F 430-5pm	CM	430-5pm	1-1-1--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--1-1--		2				\$225.00		0.00			
		Week: 10/17/16	10/23/16	1-----		1				\$225.00		0.00			
N 13	KGUN	10/12/16	10/18/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--111--		3				\$350.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$350.00		0.00			
N 14	KGUN	10/12/16	10/18/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--111--		3				\$350.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$350.00		0.00			
N 15	KGUN	10/12/16	10/18/16	Su 5-530pm News Su 5-530pm News	CM	5-530pm	-----1	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$275.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$275.00		0.00			
N 16	KGUN	10/12/16	10/18/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	11111--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--111--		3				\$400.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$400.00		0.00			

Order / Rev: 197718
 Alt Order #:
 Flight Dates: 10/12/16 - 10/18/16

Advertiser: Kirkpatrick/Democrat/Senate
 Product Desc: 10/12/2016 - 10/18/2016
 Estimate: 2648
KGUN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	KGUN	10/12/16	10/18/16	Sa 6-630pm Sa 6-630pm	CM	6-630pm	-----1-	:30	1	\$125.00	P-2	0.00	NM	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: 10/10/16	10/16/16	-----1-		1				\$125.00		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	10/10/16-10/16/16	Sa 6-630pm		6-630pm	-----Sa--	:30		(\$125.00)		0.00	NM		
		See MG 17.2 [JEOPARDY MOVED TO 9P DUE TO FTBL]													
	2	KGUN	10/15/16-10/15/16	Prime Not Net 2		Various	-----Sa--	:30		\$125.00		0.00	NM		
		Ⓜ MG for 17.1 10/15 [program change]													
		Week: 10/17/16	10/23/16	-----		0				\$125.00		0.00			
N18	KGUN	10/12/16	10/18/16	Monday Prime A Monday Prime A	CM	7-9pm	1-----	:30	1	\$990.00	P-2	0.00	NM	1	\$990.00
		Week: 10/10/16	10/16/16	-----		0				\$990.00		0.00			
		Week: 10/17/16	10/23/16	1-----		1				\$990.00		0.00			
N19	KGUN	10/12/16	10/18/16	Tuesday Prime B Tuesday Prime B	CM	8-9pm	-1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		Week: 10/10/16	10/16/16	-----		0				\$1,100.00		0.00			
		Week: 10/17/16	10/23/16	-1-----		1				\$1,100.00		0.00			
N20	KGUN	10/12/16	10/18/16	Wednesday Prime C Wednesday Prime C	CM	9-10pm	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		Week: 10/10/16	10/16/16	--1----		1				\$450.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$450.00		0.00			
N21	KGUN	10/12/16	10/18/16	Thursday Prime C Thursday Prime C	CM	9-10pm	---1---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		Week: 10/10/16	10/16/16	---1---		1				\$900.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$900.00		0.00			
N22	KGUN	10/12/16	10/18/16	Friday Prime A Friday Prime A	CM	7-8pm	----1--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		Week: 10/10/16	10/16/16	----1--		1				\$900.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$900.00		0.00			
N23	KGUN	10/12/16	10/18/16	Sunday Prime A Sunday Prime A	CM	6-7pm	-----1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		Week: 10/10/16	10/16/16	-----1		1				\$550.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$550.00		0.00			
N24	KGUN	10/12/16	10/18/16	Sunday Prime B Sunday Prime B	CM	7-8pm	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		Week: 10/10/16	10/16/16	-----1		1				\$1,200.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$1,200.00		0.00			
N25	KGUN	10/12/16	10/18/16	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		Week: 10/10/16	10/16/16	--111--		3				\$350.00		0.00			
		Week: 10/17/16	10/23/16	11-----		2				\$350.00		0.00			
N26	KGUN	10/12/16	10/18/16	Sa 10-1035pm News Sa 10-1035pm News	CM	10-1035pm	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		Week: 10/10/16	10/16/16	-----1-		1				\$150.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$150.00		0.00			
N27	KGUN	10/12/16	10/18/16	Su 10-1035pm News Su 10-1035pm News	CM	10-1035pm	-----1	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 197718
 Alt Order #:
 Flight Dates: 10/12/16 - 10/18/16

Advertiser: Kirkpatrick/Democrat/Senate
 Product Desc: 10/12/2016 - 10/18/2016
 Estimate: 2648
KGUN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	KGUN	10/12/16	10/18/16	Su 10-1035pm News Su 10-1035pm News	CM	10-1035pm	-----1	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$325.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$325.00		0.00			
N28	KGUN	10/12/16	10/18/16	M-F 1035-1137pm Jimmy Kimmel	CM	1035-1137pm	-1-1---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---1---		1				\$150.00		0.00			
		Week: 10/17/16	10/23/16	-1-----		1				\$150.00		0.00			
N29	KGUN	10/12/16	10/18/16	M-F 1137pm-1206am Nightline	CM	1137pm-1206am	--1----	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--1----		1				\$20.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$20.00		0.00			
Totals													69	\$20,520.00	