

ORDER



Orders
Order / Rev: 171845
 Alt Order #:
Product Desc: Kirkpatrick for Senate
Estimate: 2066
Flight Dates: 08/01/16 - 08/07/16
Original Date / Rev: 07/26/16 / 10/20/16
Order Type: GENERAL

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

Agency
Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 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: P-2
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
08/01/16	08/07/16	50	\$12,545.00	\$10,663.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	50	\$12,545.00	\$10,663.25	0.00
Totals	50	\$12,545.00	\$10,663.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Account			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGUN	30%	\$12,545.00
Market	100%	\$41,816.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KFTU	0%	\$0.00
KHRR	0%	\$0.00
KMSB	10%	\$4,181.67
KOLD	30%	\$12,545.00
KTTU	0%	\$0.00
KUAS	0%	\$0.00
KUAT	0%	\$0.00
KUDF	0%	\$0.00
KUVE	0%	\$0.00
KVOA	30%	\$12,545.00
KWBA	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGUN	08/01/16	08/07/16	M-F 5-6am News M-F 5-6am News	CM	5-6am	---T---	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00

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N 1	KGUN	08/01/16	08/07/16	M-F 5-6am News M-F 5-6am News	CM	5-6am	---T---	:30	1	\$75.00	P-2	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: 08/01/16	08/07/16	---T---					1	\$75.00		0.00			
N 2	KGUN	08/01/16	08/07/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	111-1--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	111-1--					4	\$225.00		0.00			
N 3	KGUN	08/01/16	08/07/16	M-F Good Morning Ame M-F Good Morning America	CM	7-9am	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$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: 08/01/16	08/07/16	11111--					5	\$200.00		0.00			
N 4	KGUN	08/01/16	08/07/16	M-F 9-10am M-F 9-10am	CM	9-10am	-1-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-1-----					1	\$80.00		0.00			
N 5	KGUN	08/01/16	08/07/16	M-F 10-11am M-F 10-11am	CM	10-11am	--1----	:30	1	\$100.00	P-3	0.00	NM	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: 08/01/16	08/07/16	--1----					1	\$100.00		0.00			
N 6	KGUN	08/01/16	08/07/16	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: 08/01/16	08/07/16	----1--					1	\$135.00		0.00			
N 7	KGUN	08/01/16	08/07/16	M-F 3-330pm M-F 3-330pm	CM	3-330pm	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: 08/01/16	08/07/16	1--1---					2	\$150.00		0.00			
N 8	KGUN	08/01/16	08/07/16	M-F 330-4pm M-F 330-4pm	CM	330-4pm	11111--	:30	5	\$190.00	P-2	0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	11111--					5	\$190.00		0.00			
N 9	KGUN	08/01/16	08/07/16	M-F 4-5pm M-F 4-5pm	CM	4-5pm	11111--	:30	5	\$225.00	P-2	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: 08/01/16	08/07/16	11111--					5	\$225.00		0.00			
N 10	KGUN	08/01/16	08/07/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	11-11--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	11-11--					4	\$325.00		0.00			
N 11	KGUN	08/01/16	08/07/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	-1111--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-1111--					4	\$325.00		0.00			
N 12	KGUN	08/01/16	08/07/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	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: 08/01/16	08/07/16	11111--					5	\$350.00		0.00			
N 13	KGUN	08/01/16	08/07/16	ABC Monday Prime ABC Monday Prime	CM	7-10pm (8:00 PM-10:00 PM)	1-----	:30	1	\$900.00	P-2	0.00	NM	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: 08/01/16	08/07/16	1-----					1	\$900.00		0.00			
N 14	KGUN	08/01/16	08/07/16	CMA Music Festival CMA Music Festival	CM	658-10pm (7:00 PM-10:00 PM)	--1----	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	--1----					1	\$400.00		0.00			

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N 14	KGUN	08/01/16	08/07/16	CMA Music Festival CMA Music Festival	CM	658-10pm (7:00 PM-10:00 PM)	-- 1----	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-- 1----		1				\$400.00		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	08/01/16-08/07/16	CMA Music Festival		658-10pm (7:00 PM-10:00 PM)	--W-----	:30		(\$400.00)		0.00	NM		
		Credited [old zero dollars spots cleaning up logs]													
N 15	KGUN	08/01/16	08/07/16	Saturday Prime C Saturday Prime C	CM	9-10pm	----- 1-	:30	1	\$125.00	P-3	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: 08/01/16	08/07/16	----- 1-		1				\$125.00		0.00			
N 16	KGUN	08/01/16	08/07/16	Sunday Prime C Sunday Prime C	CM	8-9pm	----- 1	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	----- 1		1				\$800.00		0.00			
N 17	KGUN	08/01/16	08/07/16	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	11111--		5				\$275.00		0.00			
N 18	KGUN	08/01/16	08/07/16	M-F 1035-1137pm Jimmy Kimmel	CM	1035-1137pm (10:35 PM-11:35 PM)	1- 1- 1--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	1- 1- 1--		3				\$100.00		0.00			
N 19	KGUN	08/01/16	08/07/16	M-F 1137pm-1206am Nightline	CM	1137pm-1206am	--- 1---	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	--- 1---		1				\$30.00		0.00			
													Totals	50	\$12,545.00