

# ORDER



**Orders**  
**Order / Rev:** 185390  
 Alt Order #:  
**Product Desc:** 09/14/2016 - 9/20/2016  
**Estimate:** 2277  
**Flight Dates:** 09/14/16 - 09/20/16  
**Original Date / Rev:** 09/12/16 / 10/24/16  
**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:** 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
08/29/16	09/20/16	67	\$21,640.00	\$18,394.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	67	\$21,640.00	\$18,394.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$21,640.00</b>	<b>\$18,394.00</b>	<b>0.00</b>

**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	09/14/16	09/20/16	M-F 5-6am News M-F 5-6am News	CM	5-6am	MTWTF--	:30	5	\$70.00	P-2	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--WTF--		3				\$70.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$70.00		0.00			
N 2	KGUN	09/14/16	09/20/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$250.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$250.00		0.00			
N 3	KGUN	09/14/16	09/20/16	M-F Good Morning America M-F Good Morning America	CM	7-9am	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$300.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$300.00		0.00			
N 4	KGUN	09/14/16	09/20/16	M-F 9-10am M-F 9-10am	CM	9-10am	MTWTF--	:30	3	\$135.00	P-2	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--WTF--		2				\$135.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		1				\$135.00		0.00			
N 5	KGUN	09/14/16	09/20/16	M-F 10-11am M-F 10-11am	CM	10-11am	MTWTF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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 Estimate: 2277  
**KGUN**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KGUN	09/14/16	09/20/16	M-F 10-11am M-F 10-11am	CM	10-11am	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		1				\$175.00		0.00			
		Week: 09/19/16	09/25/16	-----		0				\$0.00		0.00			
N 6	KGUN	09/14/16	09/20/16	M-F 1-2pm M-F 1-2pm	CM	1-2pm	MTWTF--	: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: 09/12/16	09/18/16	-----		0				\$0.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		1				\$135.00		0.00			
N 7	KGUN	09/14/16	09/20/16	M-F 2-3pm M-F 2-3pm	CM	2-3pm	MTWTF--	: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: 09/12/16	09/18/16	-----		0				\$0.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		1				\$20.00		0.00			
N 8	KGUN	09/14/16	09/20/16	M-F 3-4pm M-F 3-4pm	CM	3-4pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$75.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$75.00		0.00			
N 9	KGUN	09/14/16	09/20/16	M-F 4-430pm M-F 4-430pm	CM	4-430pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$225.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		1				\$225.00		0.00			
N 10	KGUN	09/14/16	09/20/16	M-F 430-5pm M-F 430-5pm	CM	430-5pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		1				\$225.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$225.00		0.00			
N 11	KGUN	09/14/16	09/20/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$350.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$350.00		0.00			
N 12	KGUN	09/14/16	09/20/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$350.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$350.00		0.00			
N 13	KGUN	09/17/16	09/17/16	Sa 5-530pm News Sa 5-530pm News	CM	5-530pm	-----1-	:30	1	\$250.00	P-2	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: 09/12/16	09/18/16	-----1-		1				\$250.00		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	09/12/16-09/18/16	Sa 5-530pm News		5-530pm	-----Sa--	:30		<del>(\$250.00)</del>		0.00	NM		
				Credited											
				[credit na's]											
N 14	KGUN	09/14/16	09/20/16	M-F 630-7pm M-F 630-7pm	CM	630-7pm	MTWTF--	: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: 09/12/16	09/18/16	--WTF--		3				\$400.00		0.00			
		Week: 09/19/16	09/25/16	MT-----		2				\$400.00		0.00			
N 15	KGUN	09/17/16	09/17/16	Sa 630-7pm Sa 630-7pm	CM	630-7pm	-----1-	:30	1	\$125.00	P-2	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: 09/12/16	09/18/16	-----1-		1				\$125.00		0.00			

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 Estimate: 2277  
**KGUN**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	KGUN	09/17/16	09/17/16	Sa 630-7pm Sa 630-7pm	CM	630-7pm	-----1-	:30	1	\$125.00	P-2	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:	09/12/16	09/18/16	-----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	09/12/16-09/18/16	Sa 630-7pm		630-7pm	-----Sa-	:30		<del>(\$125.00)</del>		0.00	NM		
				Credited											
				[credit na's]											
N16	KGUN	09/19/16	09/19/16	Monday Prime A Monday Prime A	CM	7-9pm	1-----	:30	1	\$990.00	P-2	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/19/16	09/25/16	1-----		1				\$990.00		0.00			
N17	KGUN	09/20/16	09/20/16	Tuesday Prime A Tuesday Prime A	CM	7-9pm	-1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$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:	09/19/16	09/25/16	-1-----		1				\$1,100.00		0.00			
N18	KGUN	09/14/16	09/14/16	Wednesday Prime C Wednesday Prime C	CM	9-10pm	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	--1----		1				\$450.00		0.00			
N19	KGUN	09/15/16	09/15/16	Thursday Prime B Thursday Prime B	CM	8-9pm	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	---1---		1				\$700.00		0.00			
N20	KGUN	09/16/16	09/16/16	Friday Prime B Friday Prime B	CM	8-9pm	----1--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$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:	09/12/16	09/18/16	----1--		1				\$1,300.00		0.00			
N21	KGUN	09/18/16	09/18/16	Primetime Emmy's Pre-Show Primetime Emmy's Pre-Show	CM	4-5pm	-----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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:	09/12/16	09/18/16	-----1		1				\$1,200.00		0.00			
N22	KGUN	09/18/16	09/18/16	Primetime Emmys Primetime Emmys	CM	5-8pm	-----1	:30	1	\$1,900.00	P-2	0.00	NM	1	\$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:	09/12/16	09/18/16	-----1		1				\$1,900.00		0.00			
N23	KGUN	09/14/16	09/20/16	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	MTWTF--	: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:	09/12/16	09/18/16	--WTF--		3				\$350.00		0.00			
	Week:	09/19/16	09/25/16	MT-----		2				\$350.00		0.00			
N24	KGUN	09/17/16	09/17/16	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:	09/12/16	09/18/16	-----1-		1				\$150.00		0.00			
N25	KGUN	09/18/16	09/18/16	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:	09/12/16	09/18/16	-----1		1				\$325.00		0.00			
N26	KGUN	09/14/16	09/20/16	M-F 1035-1137pm Jimmy Kimmel	CM	1035-1137pm	-TW-F--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	--W-F--		2				\$150.00		0.00			
	Week:	09/19/16	09/25/16	-T-----		1				\$150.00		0.00			
N27	KGUN	09/14/16	09/20/16	M-F 1137pm-1206am Nightline	CM	1137pm-1206am	1--1---	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	---1---		1				\$20.00		0.00			
	Week:	09/19/16	09/25/16	1-----		1				\$20.00		0.00			

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													Totals	67	\$21,640.00