

# ORDER



**KSWB-TV**

**Orders**  
**Order / Rev:** 365617  
**Alt Order #:** 8341817  
**Product Desc:** PETERS-CONGRESS 5149  
**Estimate:** 5149  
**Flight Dates:** 10/04/16 - 10/10/16  
**Original Date / Rev:** 08/05/16 / 09/29/16  
**Order Type:** GENERAL

**Primary AE:** Robert Langer  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** Greer Margolis & Mitchell, Inc  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

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

**Advertiser Name:** Scott Peters for Congress  
**Demographic:** A35+  
**Product Codes:** PL3.a.i  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**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
09/26/16	10/10/16	16	\$7,975.00	\$6,778.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	16	\$7,975.00	\$6,778.75	0.00
<b>Totals</b>	<b>16</b>	<b>\$7,975.00</b>	<b>\$6,778.75</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
KSWB-TV	11%	\$7,975.00
Market	100%	\$72,500.00

**Competitive Share**

	Share	Total
AZSD	0%	\$0.00
CABLE	0%	\$0.00
KBNT	0%	\$0.00
KBOP	0%	\$0.00
KDTF	0%	\$0.00
KFMB	39%	\$28,275.00
KGTV	18%	\$13,050.00
KNSD	23%	\$16,675.00
KPBS	0%	\$0.00
KUSI	9%	\$6,525.00
SD4	0%	\$0.00
UNKWN	0%	\$0.00
XDTV	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XHJK	0%	\$0.00
XHTT	0%	\$0.00
XHUA	0%	\$0.00

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Advertiser: Scott Peters for Congress  
 Product Desc: PETERS-CONGRESS 5149  
 Estimate: 5149  
**KSWB-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	5	10/04/16	10/10/16	M-F 10p-11p M-F 10p-11p	CM	10p-11p	- TWTF - -	:30	2	\$500.00	02	0.00	NM	2	\$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	- TWTF - -		2				\$500.00		0.00			
E 3	5	10/04/16	10/10/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF - -	:30	2	\$175.00	02	0.00	NM	2	\$350.00
		<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	MTWTF - -		2				\$175.00		0.00			
E 4	5	10/04/16	10/10/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-6:00 PM	MTWTF - -	:30	1	\$250.00	02	0.00	NM	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:	10/04/16	10/10/16	MTWTF - -		1				\$250.00		0.00			
E 5	5	10/04/16	10/10/16	M-F 6p-7p M-F 6p-7p	CM	6:00 PM-7:00 PM	MTWTF - -	:30	2	\$275.00	02	0.00	NM	2	\$550.00
		<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	MTWTF - -		2				\$275.00		0.00			
E 6	5	10/04/16	10/10/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-8:00 AM	MTWTF - -	:30	1	\$325.00	02	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:	10/04/16	10/10/16	MTWTF - -		1				\$325.00		0.00			
E 7	5	10/04/16	10/10/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 AM	MTWTF - -	:30	1	\$325.00	02	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:	10/04/16	10/10/16	MTWTF - -		1				\$325.00		0.00			
E 8	5	10/04/16	10/10/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	- TWTF - -	:30	3	\$125.00	02	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/04/16	10/10/16	- TWTF - -		3				\$125.00		0.00			
E 9	5	10/10/16	10/10/16	Monday Prime Hour 1 Monday Prime Hour 1	CM	8:00 PM-9:00 PM	1 - - - - -	:30	1	\$1,500.00	02	0.00	NM	1	\$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	1 - - - - -		1				\$1,500.00		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	5	10/10/16-10/10/16	Monday Prime Hour 1			8:00 PM-9:00 PM	M - - - - -	:30		<del>(\$1,500.00)</del>		0.00	NM		
			See MG 9.2												
2	5	10/10/16-10/10/16	Monday Prime Hour 1			8:00 PM-9:00 PM	M - - - - -	:30		\$1,500.00		0.00	NM		
			MG for 9.1 10/10												
			[mg to gotham]												
E 10	5	10/09/16	10/09/16	FOX News Sunday FOX News Sunday	CM	8:00 AM-9:00 AM	- - - - - 1	:30	1	\$100.00	02	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:	10/03/16	10/09/16	- - - - - 1		1				\$100.00		0.00			
E 11	5	10/06/16	10/06/16	Thursday Prime Hour 1 Thursday Prime Hour 1	CM	8:00 PM-9:00 PM	- - - 1 - - -	:30	1	\$1,200.00	02	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:	10/03/16	10/09/16	- - - 1 - - -		1				\$1,200.00		0.00			
E 12	5	10/05/16	10/05/16	Wednesday Prime Hour 2M Wednesday Prime Hour 2	CM	9:00 PM-10:00 PM	- - 1 - - - -	:30	1	\$2,000.00	02	0.00	NM	1	\$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:	10/03/16	10/09/16	- - 1 - - - -		1				\$2,000.00		0.00			
													Totals	16	\$7,975.00