

ORDER



Orders
Order / Rev: 148085
Alt Order #:
Product Desc: VALADAO FOR CONGRESS 2016/CMS
Estimate: C11C17 10/11-10/17/2016
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 09/20/16 / 09/20/16
Order Type: GEN

KFSN-TV

Primary AE: Christopher Larcade
Sales Office: N-PH
Sales Region: National

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave.
 Alexandria, VA 22301

Billing Type: Trade
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 100%

Advertiser Name: Valadao for Congress
Demographic: A35+
Product Codes: Candidates
Priority: P-02
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	109	\$23,295.00	\$0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	109	\$23,295.00	\$0.00	0.00
Totals	109	\$23,295.00	\$0.00	0.00

Account Executives

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

Order Share

	Share	Total
KFSN-TV	50%	\$23,295.00
Market	100%	\$46,590.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAIL	0%	\$0.00
KFTV	0%	\$0.00
KGPE	23%	\$10,715.70
KMPH	25%	\$11,647.50
KSEE	2%	\$931.80
NFSN	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
69	KFSN	10/11/16	10/17/16	M-F 9a-10a Live with Kelly & Michael	CM	Cc 9a-10a	22222--	:30	10	\$125.00	P-02	0.00	NM	10	\$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:		10/11/16	10/17/16	22222--			10		\$125.00		0.00				
70	KFSN	10/11/16	10/17/16	M-F 10a-11a The View	CM	Cc 10a-11a	11111--	:30	5	\$125.00	P-02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/16	10/17/16	11111--			5		\$125.00		0.00				
E 71	KFSN	10/11/16	10/17/16	M-F 11a-12p M-F 11a-12p	CM	Cc 11a-12p	22222--	:30	10	\$100.00	P-02	0.00	NM	10	\$1,000.00

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KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 71	KFSN	10/11/16	10/17/16	M-F 11a-12p M-F 11a-12p	CM	Cc 11a-12p	22222--	:30	10	\$100.00	P-02	0.00	NM	10	\$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: 10/11/16	10/17/16	22222--		10			\$100.00			0.00			
72	KFSN	10/11/16	10/17/16	M-F 12p-1p M-F 12p-1p	CM	Cc 12p-1p	11221--	:30	7	\$100.00	P-02	0.00	NM	7	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	11221--		7			\$100.00			0.00			
73	KFSN	10/11/16	10/17/16	M-F 1p-2p M-F 1p-2p	CM	Cc 1p-2p	11111--	:30	5	\$100.00	P-02	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	11111--		5			\$100.00			0.00			
74	KFSN	10/11/16	10/17/16	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	11111--	:30	5	\$70.00	P-02	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: 10/11/16	10/17/16	11111--		5			\$70.00			0.00			
75	KFSN	10/11/16	10/17/16	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	22222--	:30	10	\$200.00	P-02	0.00	NM	10	\$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: 10/11/16	10/17/16	22222--		10			\$200.00			0.00			
76	KFSN	10/11/16	10/17/16	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	22222--	:30	10	\$200.00	P-02	0.00	NM	10	\$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: 10/11/16	10/17/16	22222--		10			\$200.00			0.00			
77	KFSN	10/11/16	10/17/16	Sa GMA Good Morning America Sat	CM	Cc 7a-8a	-----1-	:30	1	\$80.00	P-02	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: 10/11/16	10/17/16	-----1-		1			\$80.00			0.00			
78	KFSN	10/11/16	10/17/16	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	-----1-	:30	1	\$105.00	P-02	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	-----1-		1			\$105.00			0.00			
79	KFSN	10/11/16	10/17/16	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	-----1	:30	1	\$105.00	P-02	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	-----1		1			\$105.00			0.00			
80	KFSN	10/11/16	10/17/16	Su 8a News AM Live Sunday 8am	CM	Cc 8a-9a	-----1	:30	1	\$80.00	P-02	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: 10/11/16	10/17/16	-----1		1			\$80.00			0.00			
81	KFSN	10/11/16	10/17/16	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	11111--	:30	5	\$75.00	P-02	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: 10/11/16	10/17/16	11111--		5			\$75.00			0.00			
82	KFSN	10/11/16	10/17/16	M-F 5p News Action News at 5p	CM	Cc 5p-530p	11111--	:30	5	\$320.00	P-02	0.00	NM	5	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	11111--		5			\$320.00			0.00			
83	KFSN	10/11/16	10/17/16	M-F 6p News Action News at 6p	CM	Cc 6p-630p	11212--	:30	7	\$320.00	P-02	0.00	NM	7	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	11212--		7			\$320.00			0.00			
84	KFSN	10/11/16	10/17/16	M-F 630p News Action News at 630p	CM	Cc 630p-7p	11111--	:30	5	\$320.00	P-02	0.00	NM	5	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/16	10/17/16	11111--		5			\$320.00			0.00			
85	KFSN	10/11/16	10/17/16	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	-----1	:30	1	\$160.00	P-02	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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KFSN-TV

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85	KFSN	10/11/16	10/17/16	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	-----1	:30	1	\$160.00	P-02	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-----1		1				\$160.00		0.00			
86	KFSN	10/11/16	10/17/16	M-F 11pm News Action News at 11p	CM	Cc 11p-1135p	11111--	:30	5	\$175.00	P-02	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	11111--		5				\$175.00		0.00			
87	KFSN	10/11/16	10/17/16	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	11111--	:30	5	\$350.00	P-02	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:	10/11/16	10/17/16	11111--		5				\$350.00		0.00			
88	KFSN	10/11/16	10/17/16	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	11111--	:30	5	\$350.00	P-02	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:	10/11/16	10/17/16	11111--		5				\$350.00		0.00			
89	KFSN	10/11/16	10/17/16	Mon Prime Other A Dancing With The Stars	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	1-----	:30	1	\$1,500.00	P-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:	10/11/16	10/17/16	1-----		1				\$1,500.00		0.00			
90	KFSN	10/11/16	10/17/16	Fri Prime Hour A Last Man Standing/Dr. Ken	CM	Cc 8p-9p	----1--	:30	1	\$500.00	P-02	0.00	NM	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:	10/11/16	10/17/16	----1--		1				\$500.00		0.00			
91	KFSN	10/11/16	10/17/16	Fri Prime Hour B Shark Tank	CM	Cc 9p-10p	----1--	:30	1	\$1,000.00	P-02	0.00	NM	1	\$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:	10/11/16	10/17/16	----1--		1				\$1,000.00		0.00			
92	KFSN	10/11/16	10/17/16	Fri Prime Hour C 20/20	CM	Cc 10p-11p	----1--	:30	1	\$750.00	P-02	0.00	NM	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:	10/11/16	10/17/16	----1--		1				\$750.00		0.00			
93	KFSN	10/11/16	10/17/16	Sun Prime Hour A America's Funniest Videos	CM	Cc 7p-8p	-----1	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-----1		1				\$400.00		0.00			
Totals													109	\$23,295.00	