

## ORDER



**Orders**  
**Order / Rev:** 148087  
**Alt Order #:**  
**Product Desc:** VALADAO FOR CONGRESS 2016  
**Estimate:** C18C24 10/18-10/24/2016  
**Flight Dates:** 10/18/16 - 10/24/16  
**Original Date / Rev:** 09/19/16 / 09/19/16  
**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	10/24/16	109	\$23,295.00	\$0.00

## Totals

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

## 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
94	KFSN	10/18/16	10/24/16	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:		10/18/16	10/24/16	22222--			10		\$125.00		0.00				
95	KFSN	10/18/16	10/24/16	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:		10/18/16	10/24/16	11111--			5		\$125.00		0.00				
96	KFSN	10/18/16	10/24/16	M-F 11a News M-F 11a News	CM	Cc 11a-1130a	22222--	:30	10	\$100.00	P-02	0.00	NM	10	\$1,000.00

Order / Rev: 148087  
 Alt Order #:  
 Flight Dates: 10/18/16 - 10/24/16

Advertiser: Valadao for Congress  
 Product Desc: VALADAO FOR CONGRESS 2016  
 Estimate: C18C24 10/18-10/24/2016

KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
96	KFSN	10/18/16	10/24/16	M-F 11a News M-F 11a News	CM	Cc 11a-1130a	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: 10/18/16	10/24/16	22222--					10	\$100.00		0.00			
97	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11221--					7	\$100.00		0.00			
98	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11111--					5	\$100.00		0.00			
99	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11111--					5	\$70.00		0.00			
100	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	22222--					10	\$200.00		0.00			
101	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	22222--					10	\$200.00		0.00			
102	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	-----1-					1	\$80.00		0.00			
103	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	-----1-					1	\$105.00		0.00			
104	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	-----1					1	\$105.00		0.00			
105	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	-----1					1	\$80.00		0.00			
106	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11111--					5	\$75.00		0.00			
107	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11111--					5	\$320.00		0.00			
108	KFSN	10/18/16	10/24/16	M-F 6p News Action News at 6p	CM	Cc 6p-630p	21112--	: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: 10/18/16	10/24/16	21112--					7	\$320.00		0.00			
109	KFSN	10/18/16	10/24/16	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: 10/18/16	10/24/16	11111--					5	\$320.00		0.00			
110	KFSN	10/18/16	10/24/16	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>			

Order / Rev: 148087  
Alt Order #:  
Flight Dates: 10/18/16 - 10/24/16

Advertiser: Valadao for Congress  
Product Desc: VALADAO FOR CONGRESS 2016  
Estimate: C18C24 10/18-10/24/2016  
**KFSN-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
110	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	-----1		1				\$160.00		0.00			
111	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	11111--		5				\$175.00		0.00			
112	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	11111--		5				\$350.00		0.00			
113	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	11111--		5				\$350.00		0.00			
114	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	1-----		1				\$1,500.00		0.00			
115	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	----1--		1				\$500.00		0.00			
116	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	----1--		1				\$1,000.00		0.00			
117	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	----1--		1				\$750.00		0.00			
118	KFSN	10/18/16	10/24/16	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:	10/18/16	10/24/16	-----1		1				\$400.00		0.00			
Totals													109	\$23,295.00	