

ORDER



Orders
Order / Rev: 148078
 Alt Order #:
Product Desc: VALADAO FOR CONGRESS 2016/CMS
Estimate: 927C03 9/27-10/3/2016
Flight Dates: 09/27/16 - 10/03/16
Original Date / Rev: 09/27/16 / 09/27/16
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: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

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	10/03/16	109	\$24,920.00	\$21,182.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	109	\$24,920.00	\$21,182.00	0.00
Totals	109	\$24,920.00	\$21,182.00	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%	\$24,920.00
Market	100%	\$49,840.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAIL	0%	\$0.00
KFTV	0%	\$0.00
KGPE	23%	\$11,463.20
KMPH	25%	\$12,460.00
KSEE	2%	\$996.80
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
21	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	22222--		10		\$125.00		0.00					
22	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11111--		5		\$125.00		0.00					
23	KFSN	09/27/16	10/03/16	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
23	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	22222--		10				\$100.00		0.00			
24	KFSN	09/27/16	10/03/16	M-F 12p-1p M-F 12p-1p	CM	Cc 12p-1p	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:	09/27/16	10/03/16	11111--		5				\$100.00		0.00			
25	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	11111--		5				\$100.00		0.00			
26	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	11111--		5				\$70.00		0.00			
27	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	22222--		10				\$200.00		0.00			
28	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	22222--		10				\$200.00		0.00			
29	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	-----1-		1				\$80.00		0.00			
30	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	-----1-		1				\$105.00		0.00			
31	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	-----1		1				\$105.00		0.00			
32	KFSN	09/27/16	10/03/16	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:	09/27/16	10/03/16	-----1		1				\$80.00		0.00			
N33	KFSN	09/27/16	10/03/16	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	21111--	:30	6	\$75.00	P-02	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/27/16	10/03/16	21111--		6				\$75.00		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	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		(\$75.00)		0.00	NM		
			Credited												
			[Per M02]												
2	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		(\$75.00)		0.00	NM		
			Credited												
			[Per M02]												
3	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		(\$75.00)		0.00	NM		
			Credited												
			[Per M02]												
4	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		(\$75.00)		0.00	NM		
			Credited												
			[Per M02]												
5	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		\$130.00		0.00	NM		
6	KFSN	09/27/16-10/03/16	M-F 4p News			4p-5p	MTWThF----	:30		\$130.00		0.00	NM		

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KFSN-TV

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N34	KFSN	09/27/16	10/03/16	M-F 5p News Action News at 5p	CM	Cc 5p-530p	11112--	:30	6	\$320.00	P-02	0.00	NM	6	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	11112--		6			\$320.00			0.00			
35	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11212--		7			\$320.00			0.00			
36	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11111--		5			\$320.00			0.00			
37	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	-----1		1			\$160.00			0.00			
38	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11111--		5			\$175.00			0.00			
39	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11111--		5			\$350.00			0.00			
40	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	11111--		5			\$350.00			0.00			
N41	KFSN	09/27/16	10/03/16	Mon Prime Other A Dancing With The Stars	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	2-----	:30	2	\$1,500.00	P-02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	2-----		2			\$1,500.00			0.00			
42	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	----1--		1			\$500.00			0.00			
43	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	----1--		1			\$1,000.00			0.00			
44	KFSN	09/27/16	10/03/16	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: 09/27/16	10/03/16	----1--		1			\$750.00			0.00			
N45	KFSN	09/27/16	10/03/16	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	--121--	:30	4	\$130.00	P-02	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	--121--		4			\$130.00			0.00			
Totals													109	\$24,920.00	