

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: 09/19/16 / 10/11/16
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-03
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	\$23,345.00	\$19,843.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	109	\$23,345.00	\$19,843.25	0.00
Totals	109	\$23,345.00	\$19,843.25	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

Order Share	Share	Total
KFSN-TV	50%	\$23,345.00
Market	100%	\$46,690.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAIL	0%	\$0.00
KFTV	0%	\$0.00
KGPE	23%	\$10,738.70
KMPH	25%	\$11,672.50
KSEE	2%	\$933.80
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
E 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-03	0.00	NM	10	\$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:		09/27/16	10/03/16	22222--			10		\$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>		
9	KFSN	09/27/16-10/03/16		M-F 9a-10a		9a-10a		MTWThF----	:30	\$100.00		0.00	NM		
10	KFSN	09/27/16-10/03/16		M-F 9a-10a		9a-10a		MTWThF----	:30	\$100.00		0.00	NM		
E 22	KFSN	09/27/16	10/03/16	M-F 10a-11a The View	CM	Cc 10a-11a	11111--	:30	5	\$125.00	P-03	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 148078
 Alt Order #:
 Flight Dates: 09/27/16 - 10/03/16

Advertiser: Valadao for Congress
 Product Desc: VALADAO FOR CONGRESS 2016/CMS
 Estimate: 927C03 9/27-10/3/2016
KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KFSN	09/27/16	10/03/16	M-F 10a-11a The View	CM	Cc 10a-11a	11111--	:30	5	\$125.00	P-03	0.00	NM	5	\$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		\$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>			
5	KFSN	09/27/16-10/03/16		M-F 10a-11a		10a-11a	MTWThF----	:30		\$100.00	0.00	NM			
E 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-03	0.00	NM	10	\$1,000.00
Week:		09/27/16	10/03/16	22222--			10		\$100.00	0.00					
E 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-03	0.00	NM	5	\$500.00
Week:		09/27/16	10/03/16	11111--			5		\$100.00	0.00					
E 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-03	0.00	NM	5	\$500.00
Week:		09/27/16	10/03/16	11111--			5		\$100.00	0.00					
E 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-03	0.00	NM	5	\$350.00
Week:		09/27/16	10/03/16	11111--			5		\$70.00	0.00					
E 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-03	0.00	NM	10	\$2,000.00
Week:		09/27/16	10/03/16	22222--			10		\$200.00	0.00					
E 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-03	0.00	NM	10	\$2,000.00
Week:		09/27/16	10/03/16	22222--			10		\$200.00	0.00					
E 29	KFSN	09/27/16	10/03/16	Sa GMA Good Morning America Sat	CM	Cc 7a-8a	-----1-	:30	1	\$80.00	P-03	0.00	NM	1	\$80.00
Week:		09/27/16	10/03/16	-----1-			1		\$80.00	0.00					
E 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-03	0.00	NM	1	\$105.00
Week:		09/27/16	10/03/16	-----1-			1		\$105.00	0.00					
E 31	KFSN	09/27/16	10/03/16	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	-----1	:30	1	\$105.00	P-03	0.00	NM	1	\$105.00
Week:		09/27/16	10/03/16	-----1			1		\$105.00	0.00					
E 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-03	0.00	NM	1	\$80.00
Week:		09/27/16	10/03/16	-----1			1		\$80.00	0.00					
E 33	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-03	0.00	NM	2	\$260.00
Week:		09/27/16	10/03/16	21111--			6		\$75.00	0.00					

Order / Rev: 148078
 Alt Order #:
 Flight Dates: 09/27/16 - 10/03/16

Advertiser: Valadao for Congress
 Product Desc: VALADAO FOR CONGRESS 2016/CMS
 Estimate: 927C03 9/27-10/3/2016
KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	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-03	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		
E 34	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-03	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			
E 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-03	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			
E 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-03	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			
E 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-03	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			
E 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-03	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			
E 39	KFSN	09/27/16	10/03/16	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	11111--	:30	5	\$350.00	P-03	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			
E 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-03	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			
E 41	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-03	0.00	NM	2	\$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	2-----		2				\$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	KFSN	09/27/16-10/03/16		Mon Prime Other A	7:58 PM-10:00 PM	M-----	:30		\$750.00		0.00	NM		
	2	KFSN	09/27/16-10/03/16		Mon Prime Other A	7:58 PM-10:00 PM	M-----	:30		\$750.00		0.00	NM		
E 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-03	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			
E 43	KFSN	09/27/16	10/03/16		CM	Cc 9p-10p	----1--	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00

Order / Rev: 148078
Alt Order #:
Flight Dates: 09/27/16 - 10/03/16

Advertiser: Valadao for Congress
Product Desc: VALADAO FOR CONGRESS 2016/CMS
Estimate: 927C03 9/27-10/3/2016
KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri Prime Hour B Shark Tank															
		<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				
E 44	KFSN	09/27/16	10/03/16	Fri Prime Hour C 20/20	CM	Cc 10p-11p	----1--	:30	1	\$750.00	P-03	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				
N 45	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-03	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	\$23,345.00