

## ORDER



**Orders**  
**Order / Rev:** 136717  
**Alt Order #:**  
**Product Desc:** VALADAO FOR CONGRESS 2016/CMS  
**Estimate:** 601607 6/1-6/5/2016  
**Flight Dates:** 06/01/16 - 06/05/16  
**Original Date / Rev:** 06/01/16 / 06/01/16  
**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:** HH  
**Product Codes:** Candidates  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/05/16	67	\$14,880.00	\$12,648.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	67	\$14,880.00	\$12,648.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$14,880.00</b>	<b>\$12,648.00</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%	\$14,880.00
Market	100%	\$29,760.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAIL	0%	\$0.00
KFTV	0%	\$0.00
KGPE	23%	\$6,844.80
KMPH	25%	\$7,440.00
KSEE	2%	\$595.20
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
1	KFSN	06/01/16	06/05/16	M-F 5a-6a News Action News AM Live 5am	CM	Cc 5a-6a	-- 222--	:30	6	\$70.00	P-03	0.00	NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/30/16	06/05/16	-- 222--			6		\$70.00		0.00				
2	KFSN	06/01/16	06/05/16	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	-- 222--	:30	6	\$200.00	P-03	0.00	NM	6	\$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:		05/30/16	06/05/16	-- 222--			6		\$200.00		0.00				
3	KFSN	06/01/16	06/05/16	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	-- 444--	:30	12	\$200.00	P-03	0.00	NM	12	\$2,400.00

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 Estimate: 601607 6/1-6/5/2016  
**KFSN-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KFSN	06/01/16	06/05/16	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	-- 444--	:30	12	\$200.00	P-03	0.00	NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 444--		12			\$200.00			0.00			
4	KFSN	06/01/16	06/05/16	M-F 730p-8p Wheel of Fortune	CM	Cc 730p-8p	-- 111--	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 111--		3			\$300.00			0.00			
5	KFSN	06/01/16	06/05/16	M-F 7p-730p Jeopardy	CM	Cc 7p-730p	-- 111--	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 111--		3			\$300.00			0.00			
6	KFSN	06/01/16	06/05/16	M-F 6p News Action News at 6p	CM	Cc 6p-630p	-- 222--	:30	6	\$300.00	P-03	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 222--		6			\$300.00			0.00			
7	KFSN	06/01/16	06/05/16	M-F 5p News Action News at 5p	CM	Cc 5p-530p	-- 222--	: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: 05/30/16	06/05/16	-- 222--		6			\$320.00			0.00			
8	KFSN	06/01/16	06/05/16	M-F 4p News M-F Action News Live at 4	CM	Cc 4p-5p	-- 222--	:30	6	\$75.00	P-03	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 222--		6			\$75.00			0.00			
9	KFSN	06/01/16	06/05/16	M-F 11a News M-F 11a News	CM	Cc 11a-1130a	-- 111--	:30	3	\$100.00	P-03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	-- 111--		3			\$100.00			0.00			
10	KFSN	06/01/16	06/05/16	NBA Finals NBA Finals	CM	Cc Various	--- 1---	:30	1	\$1,200.00	P-03	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: 05/30/16	06/05/16	--- 1---		1			\$1,200.00			0.00			
11	KFSN	06/01/16	06/05/16	Sa 6a News AM Live Saturday 6a	CM	Cc 6a-7a	----- 2-	:30	2	\$80.00	P-03	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	----- 2-		2			\$80.00			0.00			
12	KFSN	06/01/16	06/05/16	Sa GMA Good Morning America Sat	CM	Cc 7a-8a	----- 1-	:30	1	\$80.00	P-03	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: 05/30/16	06/05/16	----- 1-		1			\$80.00			0.00			
13	KFSN	06/01/16	06/05/16	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	----- 2-	:30	2	\$105.00	P-03	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	----- 2-		2			\$105.00			0.00			
14	KFSN	06/01/16	06/05/16	Su 6a News AM Live Sunday 6am	CM	Cc 6a-7a	----- 1	:30	1	\$80.00	P-03	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: 05/30/16	06/05/16	----- 1		1			\$80.00			0.00			
15	KFSN	06/01/16	06/05/16	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	----- 2	:30	2	\$105.00	P-03	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 05/30/16	06/05/16	----- 2		2			\$105.00			0.00			
N 16	KFSN	06/01/16	06/05/16	NBA Finals NBA Finals	CM	Cc Various	----- 1	:30	1	\$1,500.00	P-03	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: 05/30/16	06/05/16	----- 1		1			\$1,500.00			0.00			
N 17	KFSN	06/01/16	06/05/16	NBA Finals PreShow Kimmel Kimmel NBA Finals PreShow	CM	Cc Various	--- 1-- 1	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<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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N17	KFSN	06/01/16	06/05/16	NBA Finals PreShow Kimmel Kimmel NBA Finals PreShow	CM	Various	---1--1	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/30/16	06/05/16	---1--1		2				\$400.00		0.00			
N18	KFSN	06/01/16	06/05/16	M-F 4p News M-F Action News Live at 4	CM	4p-5p	---11--	:30	2	\$75.00	P-03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/30/16	06/05/16	---11--		2				\$75.00		0.00			
N19	KFSN	06/01/16	06/05/16	M-F 11a News M-F 11a News	CM	11a-1130a	---11--	:30	2	\$100.00	P-03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/30/16	06/05/16	---11--		2				\$100.00		0.00			
													Totals	67	\$14,880.00