

# ORDER



**Orders**  
**Order / Rev:** 1172655  
 Alt Order #:  
**Product Desc:** Anna Eshoo for Congress  
 Estimate:  
**Flight Dates:** 05/16/22 - 06/05/22  
**Original Date / Rev:** 04/29/22 / 05/04/22  
**Order Type:** GENERAL

**KTVU**

**Primary AE:** Adam Morgan  
**Sales Office:** N-LAX  
**Sales Region:** National

**Agency Name:** J R Media  
**Buying Contact:**  
**Billing Contact:** Anthony Sharrow  
 1700 L Street  
 Sacramento, CA 95811

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Anna Eshoo for Congress  
**Demographic:** A35+  
**Product Codes:** PL1d  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** Political LUR

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** US House  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/29/22	46	\$39,800.00	\$33,830.00
05/30/22	06/05/22	23	\$19,900.00	\$16,915.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	46	\$39,800.00	\$33,830.00	112.00
June 2022	23	\$19,900.00	\$16,915.00	56.00
<b>Totals</b>	<b>69</b>	<b>\$59,700.00</b>	<b>\$50,745.00</b>	<b>168.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Adam Morgan	N-LAX	National	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KTVU	30%	\$59,700.00
Market	100%	\$199,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBCW	0%	\$0.00
KGO	35%	\$69,650.00
KICU	0%	\$0.00
KNTV	15%	\$29,850.00
KOFY	0%	\$0.00
KPIX	20%	\$39,800.00
KRON	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
N 1	KTVU	05/16/22	06/03/22	M-F 7a-9a News Mornings on 2	CM	7a-9a	MTWTF--	:15/:15	4	\$900.00	Politic	3.00	BK	12	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/16/22	05/22/22	MTWTF--		4		\$900.00		3.00					
		Week: 05/23/22	05/29/22	MTWTF--		4		\$900.00		3.00					
		Week: 05/30/22	06/05/22	MTWTF--		4		\$900.00		3.00					

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Advertiser: Anna Eshoo for Congress  
 Product Desc: Anna Eshoo for Congress  
 Estimate:  
**KTVU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KTVU	05/16/22	06/03/22	M-F 12p-1p News. M-F 12p-1p News	CM	12p-1p	MTWTF--	:15/:15	4	\$150.00	Politic	1.60	BK	12	\$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: 05/16/22	05/22/22	MTWTF--					4	\$150.00		1.60			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$150.00		1.60			
		Week: 05/30/22	06/05/22	MTWTF--					4	\$150.00		1.60			
N 3	KTVU	05/16/22	06/03/22	M-F 5p-6p News M-F 5p-6p News	CM	5p-6p	MTWTF--	:15/:15	4	\$400.00	Politic	1.50	BK	12	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	MTWTF--					4	\$400.00		1.50			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$400.00		1.50			
		Week: 05/30/22	06/05/22	MTWTF--					4	\$400.00		1.50			
N 4	KTVU	05/16/22	06/03/22	M-F 6p-7p News M-F 6p-7p News	CM	6p-7p	MTWTF--	:15/:15	4	\$550.00	Politic	1.60	BK	12	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	MTWTF--					4	\$550.00		1.60			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$550.00		1.60			
		Week: 05/30/22	06/05/22	MTWTF--					4	\$550.00		1.60			
N 5	KTVU	05/16/22	06/05/22	M-Sun 10p-11p News	CM	10p-11p	MTWTFSS	:15/:15	7	\$1,700.00	Politic	3.60	BK	21	\$35,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	MTWTFSS					7	\$1,700.00		3.60			
		Week: 05/23/22	05/29/22	MTWTFSS					7	\$1,700.00		3.60			
		Week: 05/30/22	06/05/22	MTWTFSS					7	\$1,700.00		3.60			
													Totals	69	\$59,700.00