

## ORDER



**Orders**  
**Order / Rev:** 58386  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 09/29/14 - 10/05/14  
**Original Date / Rev:** 09/08/14 / 09/09/14  
**Order Type:** GEN

## KFSN-TV

**Primary AE:** Greg Baker  
**Sales Office:** L-FRE  
**Sales Region:** Local

**Agency**  
**Name:** Hall Market Media  
**Buying Contact:**  
**Billing Contact:**  
 4361 Winding Woods Way  
 Fair Oaks, CA 95628

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

**Advertiser**  
**Name:** Vidak for Senate  
**Demographic:** HH  
**Product Codes:** Candidates  
**Priority:** P-02  
**Revenue Codes:** AGY, POL, POL-CAND

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

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/05/14	47	\$16,125.00	\$13,706.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	47	\$16,125.00	\$13,706.25	0.00
<b>Totals</b>	<b>47</b>	<b>\$16,125.00</b>	<b>\$13,706.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Greg Baker			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KFSN	09/29/14	10/03/14	M-F 6a-7a Local News Action News AM Live 6am	CM	Cc 6a-7a	MTWTF--	: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:		09/29/14	10/05/14	MTWTF--			5		\$350.00		0.00				
N 2	KFSN	09/29/14	10/03/14	M-F GMA M-F Good Morning America	CM	Cc 7a-9a	MTWTF--	: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:		09/29/14	10/05/14	MTWTF--			5		\$350.00		0.00				
N 3	KFSN	09/29/14	10/03/14	M-F 11a News M-F 11a News	CM	Cc 11a-1130a	MTWTF--	:30	5	\$250.00	P-02	0.00	NM	5	\$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:		09/29/14	10/05/14	MTWTF--			5		\$250.00		0.00				
N 4	KFSN	09/29/14	10/03/14	M-F 5p News Action News at 5p	CM	Cc 5p-530p	MTWTF--	:30	5	\$500.00	P-02	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	MTWTF--			5		\$500.00		0.00				
N 5	KFSN	09/29/14	10/03/14	M-F 6p News Action News at 6p	CM	Cc 6p-630p	MTWTF--	:30	5	\$550.00	P-02	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	MTWTF--			5		\$550.00		0.00				
N 6	KFSN	09/29/14	10/03/14	M-F 630p News Action News at 630p	CM	Cc 630p-7p	MTWTF--	:30	5	\$550.00	P-02	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	MTWTF--			5		\$550.00		0.00				

Order / Rev: 58386  
Alt Order #:  
Flight Dates: 09/29/14 - 10/05/14

Advertiser: Vidak for Senate  
Product Desc:  
Estimate:

KFSN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KFSN	09/29/14	10/05/14	M-Su 11p News Action News M-Su 11-1135p	CM	Cc 11p-1135p	M-W-F-S	:30	4	\$325.00	P-02	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	M-W-F-S		4				\$325.00		0.00			
N 8	KFSN	09/29/14	10/05/14	M-F 1237a-106a ABC News Nightline	CM	Cc 1237a-106a	MTWTF--	: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: 09/29/14	10/05/14	MTWTF--		5				\$75.00		0.00			
N 9	KFSN	10/04/14	10/04/14	Sa 6a News AM Live Saturday 6a	CM	Cc 6a-7a	-----S-	:30	1	\$150.00	P-02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S-		1				\$150.00		0.00			
N 10	KFSN	10/04/14	10/04/14	Sa GMA Good Morning America Sat	CM	Cc 7a-8a	-----S-	:30	1	\$275.00	P-02	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S-		1				\$275.00		0.00			
N 11	KFSN	10/04/14	10/04/14	Sa 8a News AM Live Saturday 8a	CM	Cc 8a-9a	-----S-	:30	1	\$175.00	P-02	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S-		1				\$175.00		0.00			
N 12	KFSN	09/29/14	10/05/14	Sa 6p News Sa 6p News	CM	Cc 6p-630p	-----S-	:30	1	\$250.00	P-02	0.00	NM	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: 09/29/14	10/05/14	-----S-		1				\$250.00		0.00			
N 13	KFSN	10/05/14	10/05/14	Su 6a News AM Live Sunday 6am	CM	Cc 6a-7a	-----S	:30	1	\$150.00	P-02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S		1				\$150.00		0.00			
N 14	KFSN	10/05/14	10/05/14	Su GMA Good Morning Amer Sunday	CM	Cc 7a-8a	-----S	:30	1	\$275.00	P-02	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S		1				\$275.00		0.00			
N 15	KFSN	10/05/14	10/05/14	Su 8a News AM Live Sunday 8am	CM	Cc 8a-9a	-----S	:30	1	\$175.00	P-02	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----S		1				\$175.00		0.00			
N 16	KFSN	09/29/14	10/05/14	Su 6p News Action News at 6p Su	CM	Cc 6p-630p	-----S	:30	1	\$250.00	P-02	0.00	NM	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: 09/29/14	10/05/14	-----S		1				\$250.00		0.00			
													Totals	47	\$16,125.00