

ORDER



Orders
Order / Rev: 58394
 Alt Order #:
Product Desc: Senate District 14
 Estimate:
Flight Dates: 10/06/14 - 10/12/14
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: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/12/14	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
Totals	47	\$16,125.00	\$13,706.25	0.00

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	10/06/14	10/12/14	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:	10/06/14	10/12/14	MTWTF--		5			\$350.00			0.00			
N 2	KFSN	10/06/14	10/12/14	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:	10/06/14	10/12/14	MTWTF--		5			\$350.00			0.00			
N 3	KFSN	10/06/14	10/12/14	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:	10/06/14	10/12/14	MTWTF--		5			\$250.00			0.00			
N 4	KFSN	10/06/14	10/12/14	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:	10/06/14	10/12/14	MTWTF--		5			\$500.00			0.00			
N 5	KFSN	10/06/14	10/10/14	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:	10/06/14	10/12/14	MTWTF--		5			\$550.00			0.00			
N 6	KFSN	10/06/14	10/12/14	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:	10/06/14	10/12/14	MTWTF--		5			\$550.00			0.00			

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Advertiser: Vidak for Senate
 Product Desc: Senate District 14
 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	10/06/14	10/12/14	M-Su 11p News Action News M-Su 11-1135p	CM	Cc 11p-1135p	MTWTFSS	: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: 10/06/14	10/12/14	MTWTFSS					4	\$325.00		0.00			
N 8	KFSN	10/06/14	10/12/14	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: 10/06/14	10/12/14	MTWTF--					5	\$75.00		0.00			
N 9	KFSN	10/11/14	10/11/14	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: 10/06/14	10/12/14	-----S-					1	\$150.00		0.00			
N 10	KFSN	10/11/14	10/11/14	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: 10/06/14	10/12/14	-----S-					1	\$275.00		0.00			
N 11	KFSN	10/11/14	10/11/14	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: 10/06/14	10/12/14	-----S-					1	\$175.00		0.00			
N 12	KFSN	10/06/14	10/12/14	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: 10/06/14	10/12/14	-----S-					1	\$250.00		0.00			
N 13	KFSN	10/12/14	10/12/14	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: 10/06/14	10/12/14	-----S					1	\$150.00		0.00			
N 14	KFSN	10/12/14	10/12/14	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: 10/06/14	10/12/14	-----S					1	\$275.00		0.00			
N 15	KFSN	10/12/14	10/12/14	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: 10/06/14	10/12/14	-----S					1	\$175.00		0.00			
N 16	KFSN	10/12/14	10/12/14	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: 10/06/14	10/12/14	-----S					1	\$250.00		0.00			
													Totals	47	\$16,125.00