

ORDER



Orders
Order / Rev: 256513
Alt Order #: 07904706
Product Desc: AMER PETROLEUM INST
Estimate: 75
Flight Dates: 09/14/15 - 09/20/15
Original Date / Rev: 09/08/15 / 09/08/15
Order Type: GENERAL

KOB
Primary AE: Ryan Gordon
Sales Office: H-DC
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact: _____
Billing Contact: _____
1911 North Ft. Myer Drive Ste. 400
Arlington, VA 22209

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

Advertiser
Name: American Petroleum Institute
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/07/09
Order Separation: 00:00:00
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/20/15	10	\$7,885.00	\$6,702.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	10	\$7,885.00	\$6,702.25	0.00
Totals	10	\$7,885.00	\$6,702.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ryan Gordon			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	38%	\$7,885.00
Market	100%	\$20,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	7%	\$1,452.50
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	21%	\$4,357.50
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ 0% \$0.00
 KRPV 0% \$0.00
 KRQE 34% \$7,055.00
 KUPT 0% \$0.00
 KWBQ 0% \$0.00
 UNKWN 0% \$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	09/18/15	09/18/15	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	----1--	:30	1	\$620.004		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/15	09/24/15	----1--		1		\$620.00		0.00					
E 2	All	09/14/15	09/14/15	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$620.003		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/14/15	09/20/15	1-----		1		\$620.00		0.00					
E 3	All	09/14/15	09/14/15	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	1-----	:30	1	\$620.003		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/14/15	09/20/15	1-----		1		\$620.00		0.00					
E 4	All	09/14/15	09/14/15	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a (6:00 AM-7:00 AM)	1-----	:30	1	\$400.003		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/14/15	09/20/15	1-----		1		\$400.00		0.00					
E 5	All	09/20/15	09/20/15	Eye On New Mexico Eye On New Mexico	CM	Su 5a-5p (10:00 AM-10:30 AM)	-----1	:30	1	\$85.003		0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/20/15	09/26/15	-----1		1		\$85.00		0.00					
E 6	All	09/20/15	09/20/15	NFL (Sunday) NFL (Sunday)	CM	Su 615p-930p (6:20 PM-9:30 PM)	-----1	:30	1	\$3,500.001		0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/20/15	09/26/15	-----1		1		\$3,500.00		0.00					
E 7	All	09/17/15	09/17/15	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	---1---	:30	1	\$620.004		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/15	09/23/15	---1---		1		\$620.00		0.00					
E 8	All	09/15/15	09/15/15	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a (6:00 AM-7:00 AM)	-1-----	:30	1	\$400.003		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/15	09/21/15	-1-----		1		\$400.00		0.00					
E 9	All	09/16/15	09/16/15	News 4 @ 10p M-F News 4 @ 10p M-F	CM	W-F 10p-1035p	--1----	:30	1	\$620.004		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/16/15	09/22/15	--1----		1		\$620.00		0.00					
E 10	All	09/16/15	09/16/15	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	W-F 6a-7a	--1----	:30	1	\$400.004		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/16/15	09/22/15	--1----		1		\$400.00		0.00					
													Totals	0	\$0.00