

ORDER



Orders
Order / Rev: 4530
Alt Order #:
Product Desc: 10/8/14-11/3/14
Estimate: 10/8/14-11/3/14
Flight Dates: 10/08/14 - 11/03/14
Original Date / Rev: 10/24/14 / 10/24/14
Order Type: GENERAL

KOBI
Primary AE: Bob Wise
Sales Office: L-MED
Sales Region: Local

Agency
Name: 5 O'Clock Marketing Group
Buying Contact:
Billing Contact: Jane Haley
 830 O'Hare Parkway
 Medford, OR 97504

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

Advertiser
Name: Rick Dyer
Demographic: HH
Product Codes: Candidates
Priority: P-05
Revenue Codes: AGY, LOC-AG, 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
10/01/14	10/31/14	91	\$3,126.00	\$2,657.10
11/01/14	11/03/14	19	\$651.00	\$553.35

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	91	\$3,126.00	\$2,657.10	146.40
November 2014	19	\$651.00	\$553.35	28.70
Totals	110	\$3,777.00	\$3,210.45	175.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bob Wise			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
1	KOBI	10/08/14	11/03/14	M-F 6a-7a NBC5 News @ Sunrise	CM	6a-7a	MTWTF--	:30	2	\$36.00	P-05	1.70	NM	10	\$360.00
		<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	--WTF--		2				\$36.00		1.70			
		Week: 10/13/14	10/19/14	MTWTF--		3				\$36.00		1.70			
		Week: 10/20/14	10/26/14	MTWTF--		2				\$36.00		1.70			
		Week: 10/27/14	11/02/14	MTWTF--		2				\$36.00		1.70			
		Week: 11/03/14	11/09/14	M-----		1				\$36.00		1.70			
2	KOBI	10/08/14	11/03/14	5a-5a M-Su 6:00 AM-5:00 PM ROT	CM	6:00 AM-5:00 PM (6:00 AM-5:00 PM)	MTWTFSS	:30	15	\$12.00	P-09	1.40	NM	58	\$696.00
		<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	--WTFSS		15				\$12.00		1.40			
		Week: 10/13/14	10/19/14	MTWTFSS		15				\$12.00		1.40			
		Week: 10/20/14	10/26/14	MTWTFSS		8				\$12.00		1.40			
		Week: 10/27/14	11/02/14	MTWTFSS		15				\$12.00		1.40			
		Week: 11/03/14	11/09/14	M-----		5				\$12.00		1.40			
3	KOBI	10/08/14	11/03/14	Today Show I Today Show I	CM	7a-9a	MTWTF--	:30	2	\$54.00	P-05	2.40	NM	10	\$540.00
		<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	--WTF--		2				\$54.00		2.40			
		Week: 10/13/14	10/19/14	MTWTF--		3				\$54.00		2.40			
		Week: 10/20/14	10/26/14	MTWTF--		2				\$54.00		2.40			
		Week: 10/27/14	11/02/14	MTWTF--		2				\$54.00		2.40			
		Week: 11/03/14	11/09/14	M-----		1				\$54.00		2.40			

Order / Rev: 4530
 Alt Order #:
 Flight Dates: 10/08/14 - 11/03/14

Advertiser: Rick Dyer
 Product Desc: 10/8/14-11/3/14
 Estimate: 10/8/14-11/3/14
KOBI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KOBI	10/08/14	11/03/14	M-F 3p-4p Meredith Vieira	CM	3p-4p	MTWTF--	:30	2	\$30.00	P-05	1.10	NM	10	\$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	--WTF--		2				\$30.00		1.10			
		Week: 10/13/14	10/19/14	MTWTF--		3				\$30.00		1.10			
		Week: 10/20/14	10/26/14	MTWTF--		2				\$30.00		1.10			
		Week: 10/27/14	11/02/14	MTWTF--		2				\$30.00		1.10			
		Week: 11/03/14	11/09/14	M-----		1				\$30.00		1.10			
5	KOBI	10/08/14	11/03/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6p-7p	MTWTF--	:30	2	\$90.00	P-05	2.90	NM	8	\$720.00
		<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	--WTF--		2				\$90.00		2.90			
		Week: 10/13/14	10/19/14	MTWTF--		2				\$90.00		2.90			
		Week: 10/20/14	10/26/14	-----		0				\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--		2				\$90.00		2.90			
		Week: 11/03/14	11/09/14	M-----		2				\$90.00		2.90			
6	KOBI	10/08/14	11/03/14	Late 11p News M-F Late 11p News M-F	CM	11p-1135p	MTWTF--	:30	2	\$60.00	P-05	1.60	NM	6	\$360.00
		<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	--WTF--		1				\$60.00		0.00			
		Week: 10/13/14	10/19/14	MTWTF--		2				\$60.00		0.00			
		Week: 10/20/14	10/26/14	-----		0				\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--		1				\$60.00		0.00			
		Week: 11/03/14	11/09/14	M-----		2				\$60.00		0.00			
7	KOBI	10/08/14	11/03/14	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6-630p	-----2-	:30	2	\$30.00	P-05	4.00	NM	3	\$90.00
		<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	-----2-		2				\$30.00		4.00			
		Week: 10/13/14	10/19/14	-----		0				\$0.00		0.00			
		Week: 10/20/14	10/26/14	-----		0				\$0.00		0.00			
		Week: 10/27/14	11/02/14	-----1-		1				\$30.00		4.00			
		Week: 11/03/14	11/09/14	-----		0				\$30.00		4.00			
8	KOBI	10/08/14	11/03/14	Today Show Su Today Show Su	CM	7a-8a	-----1	:30	1	\$18.00	P-05	0.90	NM	2	\$36.00
		<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	-----1		1				\$18.00		0.90			
		Week: 10/13/14	10/19/14	-----		0				\$0.00		0.00			
		Week: 10/20/14	10/26/14	-----		0				\$0.00		0.00			
		Week: 10/27/14	11/02/14	-----1		1				\$18.00		0.90			
		Week: 11/03/14	11/09/14	-----		0				\$18.00		0.90			
N 9	KOBI	10/29/14	10/29/14	Wed Prime Hr 2 Law & Order:SVU	CM	9p-10p	--1----	:30	1	\$300.00	P-02	2.20	NM	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: 10/27/14	11/02/14	--1----		1				\$300.00		2.20			
N 10	KOBI	10/31/14	10/31/14	Fri Prime Hr 1 Dateline	CM	8p-9p	----1--	:30	1	\$300.00	P-02	2.50	NM	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: 10/27/14	11/02/14	----1--		1				\$300.00		2.50			
N 11	KOBI	11/01/14	11/01/14	NBC Motor Sports F1 Countdown/Formula One	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-----1-	:30	1	\$75.00	P-02	0.20	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1-		1				\$75.00		0.20			
													Totals	110	\$3,777.00



RICK DYER added Schedule

Author: Connie Eaton

Proposal ID: 7370
 Schedule Date: 10/29/2014 - 11/1/2014
 Advertiser: RICK DYER
 Product: Candidates
 Agency: 5 O'CLOCK MARKETING GROUP
 Spot Length(s): :30

Acct. Exec: Connie Eaton
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: ceaton@kob5.com
 Web Site: www.kob5.com

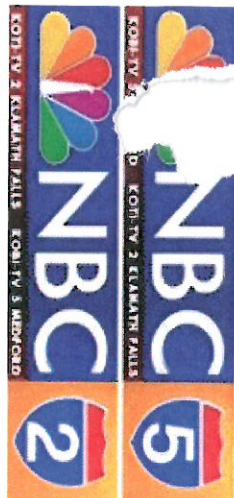
Station	Program Name	Time Period
Book	Rate	DMA HH RTG

KOB-TV Law & Order SVU
 Nov/2013LP \$300.00 2.2 Wed 9:00p-10:00p

KOB-TV Dateline
 Nov/2013LP \$300.00 2.5 Fri 8:00p-9:00p

KOB-TV MotorSports
 Nov/2013LP \$75.00 0.2 Sat 12:00p-12:30p

5 11/1



RICK DYER added Schedule

Book: November 2013 LivePlus

Schedule Date: 10/29/2014 - 11/1/2014
 Advertiser: RICK DYER
 Product: Candidates
 Agency: 5 O'CLOCK MARKETING GROUP
 Spot Length(s): :30
 Book: November 2013 LivePlus
 Author: Connie Eaton

ESJ

Acct. Exec: Connie Eaton
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: ceaton@kob5.com
 Web Site: www.kob5.com

Flight Dates: 10/29/2014-11/1/2014

Program	Spot Length	OC	DMA HH	RTG	W	k	Rate
KOB+		29					
Law & Order SVU	:30	1	2.2		1		\$300.00
GRPs/Impressions			2.2			1	
Wed 9:00p-10:00p							
Dateline	:30	1	2.5		1		\$300.00
GRPs/Impressions			2.5			1	
Fri 8:00p-9:00p							
KOB+ Totals		2					\$600.00
	GRP/(000)		4.7			Spts: 2	

Agency Commission @ 15%	Total Cost: \$600.00
Net Cost: \$510.00	Signature _____

General Summary (DMA HH D.RTG)				
Name	Spots	Grps	Imp(000)	Reach
KOB+	2	4.7	8.1	3.6
				1.3

Connie Eaton

From: Jane Haley <janeh@getfivenow.com>
Sent: Thursday, October 23, 2014 10:47 AM
To: 'Connie Eaton'
Subject: Rick Dyer added

10/29	L&O SVU 9-10p	\$300
10/31	Dateline 8-9p	\$300
11/01	Notre Dame Pre	\$ 75.00

MotorSports

Please send me a schedule for these and I will get the paperwork, check started.

Thanks,
Jane

675 -

Jane Haley
Accounting Coordinator/Media Buyer

5 o'clock Marketing Group
Direct line 541-646-7010
Fax 541-779-3500
janeh@getfivenow.com

Connie Eaton

From: Jane Haley <janeh@getfivenow.com>
Sent: Thursday, October 23, 2014 1:37 PM
To: 'Connie Eaton'
Subject: RE: Rick Dyer - Version 2

This is approved. Please download the spot below for this schedule.

Here is the link to download the Rick Dyer TV spot at box.com.

RICKY-6992230-C-LetsElectRick-TV

<https://app.box.com/s/s1ymgx8hhl1wftx5rkgz>

Thanks,
Jane

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Thursday, October 23, 2014 1:27 PM
To: Jane Haley
Subject: Rick Dyer - Version 2

Please review and let me know if approved.

Thanks
Connie

Connie Eaton

From: Jane Haley <janeh@getfivenow.com>
Sent: Thursday, October 23, 2014 2:13 PM
To: 'Connie Eaton'
Subject: RE: Rick Dyer - Version 2

Yes, thanks

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Thursday, October 23, 2014 1:43 PM
To: 'Jane Haley'
Subject: RE: Rick Dyer - Version 2

This spot 100%??

Connie Eaton
General Sales Manager
KOB1 TV / NBC 5 and KOTI TV / NBC 2 – THIS TV – KOB15.com
125 South Fir St.
Medford, OR 97501

Station: 541.779.5555
Direct Line: 541.282.1213
Cell Number: 541.944.9130
www.kobi5.com
www.kobi5.biz
www.facebook.com/kobitv
www.somp.org

Please contribute to YES (YOUTH EDUCATION SUCCESS). Visit www.yestokids.net to learn more.

From: Jane Haley [<mailto:janeh@getfivenow.com>]
Sent: Thursday, October 23, 2014 1:37 PM
To: 'Connie Eaton'
Subject: RE: Rick Dyer - Version 2

This is approved. Please download the spot below for this schedule.

Here is the link to download the Rick Dyer TV spot at box.com.

RICKY-6992230-C-LetsElectRick-TV

<https://app.box.com/s/s1ymgx8hhl1wftx5rkgz>

Thanks,
Jane

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Thursday, October 23, 2014 1:27 PM
To: Jane Haley
Subject: Rick Dyer - Version 2

Please review and let me know if approved.

Thanks

Connie