

ORDER

Orders

Order / Rev: 211387

Alt Order #:

Product Desc: TONY THURMOND FOR SPI/CMS 3968

Estimate: 2089 5/28-6/3/2018

Flight Dates: 05/28/18 - 06/03/18

Original Date / Rev: 05/02/18 / 05/31/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Tony Thurmond for Superintendent of

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-03

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/03/18	77	\$49,425.00	\$42,011.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	77	\$49,425.00	\$42,011.25	0.00
Totals	77	\$49,425.00	\$42,011.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KGO-TV	30%	\$49,425.00
Market	100%	\$164,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$16,475.00
KNTV	20%	\$32,950.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$16,475.00
KTVU	30%	\$49,425.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	KGO	05/28/18	06/03/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11111--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		05/28/18	06/03/18	11111--			5			\$100.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	11111--			5		\$100.00	0.00					
N30	KGO	05/28/18	06/03/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	11111--	:30	5	\$350.00	P-03	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:		05/28/18	06/03/18	11111--			5		\$350.00	0.00					
N31	KGO	05/28/18	06/03/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	21212--	:30	8	\$400.00	P-03	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	21212--			8		\$400.00	0.00					
N33	KGO	05/28/18	06/03/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	11111--			5		\$800.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
9	KGO	05/28/18-06/03/18		View 10a-11a M-F			10a-11a	MTWThF----	:30	(\$800.00)		0.00	NM		
See MG 33.11															
11	KGO	05/28/18-06/03/18		View 10a-11a M-F			10a-11a	MTWThF----	:30	\$800.00		0.00	NM		
Ⓜ MG for 33.9 05/31 [Makegood Per Management - moved to Friday 5/31]															
N34	KGO	05/28/18	06/03/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	-111---	:30	3	\$200.00	P-03	0.00	NM	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:		05/28/18	06/03/18	-1111--			4		\$200.00	0.00					
N35	KGO	05/28/18	06/03/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	111-1--	:30	4	\$200.00	P-03	0.00	NM	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:		05/28/18	06/03/18	111-1--			4		\$200.00	0.00					
N36	KGO	05/28/18	06/03/18	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	-1111--	:30	4	\$450.00	P-03	0.00	NM	6	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	11111--			5		\$450.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
14	KGO	05/28/18-06/03/18		5p-530p News M-F			5p-530p	MTWThF----	:30	(\$450.00)		0.00	NM		
See MG 36.16															
16	KGO	05/31/18-05/31/18		NBA Finals ABC7 Pregame*			5p-530p	---Th-----	:30	(\$450.00)		0.00	NM		
Ⓜ See MG 36.17 [Not Available]															
17	KGO	06/01/18-06/01/18		5p-530p News M-F			5p-530p	-----F----	:30	(\$450.00)		0.00	NM		
Ⓜ See MG 36.18, 36.19 [Not Available - Can this spot be made good in 6-7PM 6/1?]															
18	KGO	06/01/18-06/01/18		4p-5p News M-F			4p-5p	-----F----	:30	\$200.00		0.00	NM		
Ⓜ MG for 36.17 06/01 [Per CL]															
19	KGO	06/01/18-06/01/18		4p-5p News M-F			4p-5p	-----F----	:30	\$200.00		0.00	NM		
Ⓜ MG for 36.17 06/01 [Per CL]															
N38	KGO	05/28/18	06/03/18	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	11111--	:30	5	\$500.00	P-03	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:		05/28/18	06/03/18	11111--			5		\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
15	KGO	05/28/18-06/03/18		6p-7p News M-F			6p-7p	MTWThF----	:30	(\$500.00)		0.00	NM		
See MG 38.17															
17	KGO	05/30/18-05/30/18		6p-7p News M-F			6p-7p	--W-----	:30	\$500.00		0.00	NM		
Ⓜ MG for 38.15 05/31 [No Pgm. due NBA Finals]															
N40	KGO	05/28/18	06/03/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1111---	:30	4	\$900.00	P-03	0.00	NM	4	\$3,600.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	111-1--			4		\$900.00	0.00					
N41	KGO	05/28/18	06/03/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	-1111--	:30	4	\$900.00	P-03	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	111-1--			4		\$900.00	0.00					
N42	KGO	05/28/18	05/28/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	1-----	:30	1	\$6,000.00	P-03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	1-----			1		\$6,000.00	0.00					
N43	KGO	05/31/18	05/31/18	NBA Finals Kimmel Show Kimmel Live Game Night	CM	Cc 10p-1030p	---1---	:30	1	\$3,800.00	P-02	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	---1---			1		\$3,800.00	0.00					
N44	KGO	06/01/18	06/01/18	Fri Prime Hour A Fri Prime Hour 1	CM	Cc 8p-9P	----1--	:30	1	\$3,325.00	P-02	0.00	NM	1	\$3,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	----1--			1		\$3,325.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KGO	05/28/18-06/03/18		Fri Prime Hour A		8p-9P	-----F----	:30		(\$3,325.00)		0.00	NM		
See MG 44.2															
2	KGO	06/01/18-06/01/18		Fri Prime Hour B		Shark Tank 9-10p	-----F----	:30		\$3,325.00		0.00	NM		
Ⓜ MG for 44.1 06/01 [TP Change Only]															
N45	KGO	05/28/18	06/03/18	11p-1135p Late News M ABC7 11p News	CM	Cc 11p-1135p	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	1-111-1			5		\$800.00	0.00					
N47	KGO	05/28/18	06/03/18	Kimmel 1135p-1237a M M-F 1135p-1237a	CM	Cc 1135p-1237a	11-11--	:30	4	\$400.00	P-03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-1111--			4		\$400.00	0.00					
N48	KGO	05/28/18	06/03/18	Nightline 1237a-107a M M-F 1237a-107a	CM	Cc 1237a-107a	111-1--	:30	4	\$200.00	P-03	0.00	NM	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:		05/28/18	06/03/18	-1111--			4		\$200.00	0.00					
N49	KGO	05/28/18	06/03/18	5a-6a News SaSu ABC7 5a News Wknd	CM	Cc 5a-6a	-----11	:30	2	\$100.00	P-03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-----11			2		\$100.00	0.00					
N50	KGO	05/28/18	06/03/18	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	-----11	:30	2	\$150.00	P-04	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-----11			2		\$150.00	0.00					
N51	KGO	05/28/18	06/03/18	Access Wknd 7p-8p Sa Sa 7p-8p	CM	Cc 7p-8p	-----1-	:30	1	\$350.00	P-04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-----1-			1		\$350.00	0.00					
N52	KGO	05/28/18	06/03/18	1135p-12a News Extra ABC7 1135p News	CM	Cc 1135p-12a	-----11	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-----11			2		\$400.00	0.00					
N53	KGO	05/28/18	06/03/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	-----1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/28/18	06/03/18	-----1			1		\$1,000.00	0.00					
N54	KGO	05/28/18	06/03/18	9a-10a News Su ABC7 9a News	CM	Cc 9a-10a	-----1	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Week:		05/28/18	06/03/18	-----1	1		\$200.00		0.00							
N55	KGO	05/28/18	06/03/18	Bay Area Life 630p-7p Su	SGM	Cc 630p-7p	-----1	:30	1	\$300.00	P-03	0.00	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:		05/28/18	06/03/18	-----1	1		\$300.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5	KGO	05/28/18-06/03/18		Bay Area Life 630p-7p Su		630p-7p	-----Su	:30		(\$300.00)		0.00	NM			
See MG 55.6																
[Prgm Change-NBA Game3 no 630pBayArea mg 10p Bay Area]																
6	KGO	06/03/18-06/03/18		Sun Prime Hour D		10:30 PM-11:00 PM	-----Su	:30		\$300.00		0.00	NM			
Ⓜ MG for 55.5 06/03																
[TP Change Only due NBA Finals]																
N56	KGO	06/03/18	06/03/18	NBA Finals Kimmel Show	SGM	Cc 9p-930p	-----1	:30	1	\$3,800.00	P-02	0.00	NM	1	\$3,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		05/28/18	06/03/18	-----1	1		\$3,800.00		0.00							
														Totals	77	\$49,425.00