

ORDER



Orders
Order / Rev: 1018574
Alt Order #: WOC13596022
Product Desc: INSURANCE COMMISSIONER
Estimate: 2624
Flight Dates: 05/09/22 - 06/05/22
Original Date / Rev: 05/04/22 / 05/04/22
Order Type: GENERAL

KGTV
Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Sadler Strategic Media - Pol
Buying Contact:
Billing Contact: Nick AP
 12103 Viewcrest Road
 Studio City, CA 91604

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

Advertiser Name: Levine/Democrat/Insurance Commissi
Demographic: A35+
Product Codes: State Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-6

New Business Thru:
Advertiser External ID: 272608
Agency External ID: 119523
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/29/22	136	\$22,425.00	\$19,061.25
05/30/22	06/05/22	43	\$6,945.00	\$5,903.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	136	\$22,425.00	\$19,061.25	169.60
June 2022	43	\$6,945.00	\$5,903.25	52.70
Totals	179	\$29,370.00	\$24,964.50	222.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			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	KGTV	05/09/22	06/03/22	M-F Good Morning Ame@M M-F Good Morning America	CM	7-9am	MTWTF--	:30	5	\$160.00	P-6	1.40	NM	20	\$3,200.00
(Program: GMA) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/09/22	05/15/22	MTWTF--		5				\$160.00		1.40			
	Week:	05/16/22	05/22/22	MTWTF--		5				\$160.00		1.40			
	Week:	05/23/22	05/29/22	MTWTF--		5				\$160.00		1.40			
	Week:	05/30/22	06/05/22	MTWTF--		5				\$160.00		1.40			
N 2	KGTV	05/09/22	06/03/22	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	:30	3	\$120.00	P-6	1.00	NM	15	\$1,800.00
(Program: 10NEWS 6A) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/09/22	05/15/22	MTWTF--		3				\$120.00		1.00			
	Week:	05/16/22	05/22/22	MTWTF--		4				\$120.00		1.00			
	Week:	05/23/22	05/29/22	MTWTF--		4				\$120.00		1.00			
	Week:	05/30/22	06/05/22	MTWTF--		4				\$120.00		1.00			
N 3	KGTV	05/09/22	06/03/22	M-F 9-10am M-F 9-10am	CM	9-10am	MTWTF--	:30	2	\$100.00	P-6	0.90	NM	8	\$800.00
(Program: LIVE! W/ KELLY & RYAN) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															

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Advertiser: Levine/Democrat/Insurance Commission
 Product Desc: INSURANCE COMMISSIONER
 Estimate: 2624
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KGTV	05/09/22	06/03/22	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	MTWTF--	:30	3	\$125.00	P-6	1.10	NM	12	\$1,500.00
(Program: 10NEWS 11A)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--					2	\$100.00		0.90			
Week:		05/16/22	05/22/22	MTWTF--					2	\$100.00		0.90			
Week:		05/23/22	05/29/22	MTWTF--					2	\$100.00		0.90			
Week:		05/30/22	06/05/22	MTWTF--					2	\$100.00		0.90			
N 5	KGTV	05/09/22	06/03/22	M-F 10-11am The View	CM	10-11am	MTWTF--	:30	2	\$160.00	P-6	1.20	NM	8	\$1,280.00
(Program: THE VIEW)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--					3	\$125.00		1.10			
Week:		05/16/22	05/22/22	MTWTF--					3	\$125.00		1.10			
Week:		05/23/22	05/29/22	MTWTF--					3	\$125.00		1.10			
Week:		05/30/22	06/05/22	MTWTF--					3	\$125.00		1.10			
N 6	KGTV	05/09/22	06/03/22	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	3	\$190.00	P-6	1.50	NM	12	\$2,280.00
(Program: 10NEWS 5P)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--					2	\$160.00		1.20			
Week:		05/16/22	05/22/22	MTWTF--					2	\$160.00		1.20			
Week:		05/23/22	05/29/22	MTWTF--					2	\$160.00		1.20			
Week:		05/30/22	06/05/22	MTWTF--					2	\$160.00		1.20			
N 7	KGTV	05/09/22	06/03/22	M-F 7-730pm News M-F 7-730pm News	CM	7-730pm	MTWTF--	:30	3	\$290.00	P-6	2.10	NM	12	\$3,480.00
(Program: 10NEWS 7P)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--					3	\$290.00		2.10			
Week:		05/16/22	05/22/22	MTWTF--					3	\$290.00		2.10			
Week:		05/23/22	05/29/22	MTWTF--					3	\$290.00		2.10			
Week:		05/30/22	06/05/22	MTWTF--					3	\$290.00		2.10			
N 8	KGTV	05/09/22	06/03/22	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	2	\$560.00	P-3	2.20	NM	9	\$5,040.00
(Program: 10NEWS 6P)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--					2	\$560.00		2.20			
Week:		05/16/22	05/22/22	MTWTF--					2	\$560.00		2.20			
Week:		05/23/22	05/29/22	MTWTF--					3	\$560.00		2.20			
Week:		05/30/22	06/05/22	MTWTF--					2	\$560.00		2.20			
N 9	KGTV	05/09/22	06/05/22	M-Su 11pm News ROS M-Su 11pm News ROS	CM	11-1135pm	MTWTFSS	:30	3	\$110.00	P-6	1.00	NM	12	\$1,320.00
(Program: 10NEWS 11P M-SU)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTFSS					3	\$110.00		1.00			
Week:		05/16/22	05/22/22	MTWTFSS					3	\$110.00		1.00			
Week:		05/23/22	05/29/22	MTWTFSS					3	\$110.00		1.00			
Week:		05/30/22	06/05/22	MTWTFSS					3	\$110.00		1.00			
N 10	KGTV	05/09/22	06/03/22	M-F Nightline M-F Nightline	CM	Nightline	MTWTF--	:30	4	\$40.00	P-6	0.30	NM	16	\$640.00
(Program: NIGHTLINE)															
2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<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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Advertiser: Levine/Democrat/Insurance Commission
 Product Desc: INSURANCE COMMISSIONER
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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	KGTV	05/09/22	06/03/22	M-F 1135pm Kimmel	CM	1135pm	MTWTF--	:30	4	\$80.00	P-6	0.50	NM	16	\$1,280.00
				M-F 1135pm Kimmel											
				(Program: JIMMY KIMMEL LIVE!)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	MTWTF--		4				\$80.00		0.50			
Week:		05/16/22	05/22/22	MTWTF--		4				\$80.00		0.50			
Week:		05/23/22	05/29/22	MTWTF--		4				\$80.00		0.50			
Week:		05/30/22	06/05/22	MTWTF--		4				\$80.00		0.50			
N 12	KGTV	05/09/22	05/28/22	Sa/Su 6-630pm News	CM	6-630pm	-----S-	:30	1	\$160.00	P-6	2.00	NM	2	\$320.00
				Sa/Su 6-630pm News											
				(Program: 10NEWS SAT 6P)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	-----S-		1				\$160.00		2.00			
Week:		05/16/22	05/22/22	-----		0				\$0.00		0.00			
Week:		05/23/22	05/29/22	-----S-		1				\$160.00		2.00			
N 13	KGTV	05/09/22	05/28/22	Sa/Su 5-530pm News	CM	5-530pm	-----S-	:30	1	\$140.00	P-6	1.70	NM	2	\$280.00
				Sa/Su 5-530pm News											
				(Program: 10NEWS SAT 5P)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	-----S-		1				\$140.00		1.70			
Week:		05/16/22	05/22/22	-----		0				\$0.00		0.00			
Week:		05/23/22	05/29/22	-----S-		1				\$140.00		1.70			
N 14	KGTV	05/09/22	06/04/22	Sa GMA Hour 2	CM	9-10am	-----S-	:30	1	\$100.00	P-6	1.20	NM	4	\$400.00
				Sa GMA Hour 2											
				(Program: GMA SAT 9A)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	-----S-		1				\$100.00		1.20			
Week:		05/16/22	05/22/22	-----S-		1				\$100.00		1.20			
Week:		05/23/22	05/29/22	-----S-		1				\$100.00		1.20			
Week:		05/30/22	06/05/22	-----S-		1				\$100.00		1.20			
N 15	KGTV	05/16/22	06/05/22	Sa/Su 6-630pm News	CM	6-630pm	-----S	:30	1	\$160.00	P-6	1.80	NM	2	\$320.00
				Sa/Su 6-630pm News											
				(Program: 10NEWS SUN 6P)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S		1				\$160.00		1.80			
Week:		05/23/22	05/29/22	-----		0				\$0.00		0.00			
Week:		05/30/22	06/05/22	-----S		1				\$160.00		1.80			
N 16	KGTV	05/09/22	05/29/22	Sa/Su 5-530pm News	CM	5-530pm	-----S	:30	1	\$145.00	P-6	1.60	NM	2	\$290.00
				Sa/Su 5-530pm News											
				(Program: 10NEWS SUN 5P)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	-----S		1				\$145.00		1.60			
Week:		05/16/22	05/22/22	-----		0				\$0.00		0.00			
Week:		05/23/22	05/29/22	-----S		1				\$145.00		1.60			
N 17	KGTV	05/16/22	06/04/22	ABC World News Saturd	CM	530-6pm	-----S-	:30	1	\$280.00	P-6	2.90	NM	2	\$560.00
				World News Saturday											
				(Program: ABC WORLD NEWS SAT)											
				2Q22 ESTIMATE NON BBO (sell) - 2Q21 average											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-		1				\$280.00		2.90			
Week:		05/23/22	05/29/22	-----		0				\$0.00		0.00			
Week:		05/30/22	06/05/22	-----S-		1				\$280.00		2.90			
N 18	KGTV	05/09/22	05/29/22		CM	530-6pm	-----S	:30	1	\$320.00	P-6	2.30	NM	2	\$640.00

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 Product Desc: INSURANCE COMMISSIONER
 Estimate: 2624
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ABC World News Sunday World News Sunday (Program: ABC WORLD NEWS SUN) 2Q22 ESTIMATE NON BBO (sell) - ACTUAL May/2021LS Sun 5:30p-6:00p TIME PERIOD ON KGTV.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$320.00		2.30			
		Week: 05/16/22	05/22/22	-----					0	\$0.00		0.00			
		Week: 05/23/22	05/29/22	-----S					1	\$320.00		2.30			
N19	KGTV	05/09/22	06/05/22	This Week	CM	9-10am	-----S	:30	1	\$320.00	P-6	1.40	NM	4	\$1,280.00
This Week (Program: THIS WEEK) 2Q22 ESTIMATE NON BBO (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF THIS WEEK-ABC Sun 9:00a-10:00a IN May/2021LS ON KGTV.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$320.00		1.40			
		Week: 05/16/22	05/22/22	-----S					1	\$320.00		1.40			
		Week: 05/23/22	05/29/22	-----S					1	\$320.00		1.40			
		Week: 05/30/22	06/05/22	-----S					1	\$320.00		1.40			
N20	KGTV	05/16/22	06/04/22	Sa 8-9am News	CM	8-9am	-----S-	:30	1	\$160.00	P-6	1.80	NM	2	\$320.00
Sa 8-9am News (Program: 10NEWS SAT 8A) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S-					1	\$160.00		1.80			
		Week: 05/23/22	05/29/22	-----					0	\$0.00		0.00			
		Week: 05/30/22	06/05/22	-----S-					1	\$160.00		1.80			
N21	KGTV	05/09/22	06/04/22	Sa 6-7am News	CM	6-7am	-----S-	:30	1	\$120.00	P-6	1.30	NM	4	\$480.00
Sa 6-7am News (Program: 10NEWS SAT 6A) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S-					1	\$120.00		1.30			
		Week: 05/16/22	05/22/22	-----S-					1	\$120.00		1.30			
		Week: 05/23/22	05/29/22	-----S-					1	\$120.00		1.30			
		Week: 05/30/22	06/05/22	-----S-					1	\$120.00		1.30			
N22	KGTV	05/09/22	05/28/22	Sa GMA Hour 1	CM	7-8am	-----S-	:30	1	\$180.00	P-6	1.90	NM	3	\$540.00
Sa GMA Hour 1 (Program: GMA 7A SAT) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S-					1	\$180.00		1.90			
		Week: 05/16/22	05/22/22	-----S-					1	\$180.00		1.90			
		Week: 05/23/22	05/29/22	-----S-					1	\$180.00		1.90			
N23	KGTV	05/09/22	06/05/22	Su 6-7am News	CM	6-7am	-----S	:30	1	\$120.00	P-6	1.20	NM	4	\$480.00
Su 6-7am News (Program: 10NEWS SUN 6A) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$120.00		1.20			
		Week: 05/16/22	05/22/22	-----S					1	\$120.00		1.20			
		Week: 05/23/22	05/29/22	-----S					1	\$120.00		1.20			
		Week: 05/30/22	06/05/22	-----S					1	\$120.00		1.20			
N24	KGTV	05/09/22	05/29/22	Su 8-9am News	CM	8-9am	-----S	:30	1	\$140.00	P-6	1.20	NM	2	\$280.00
Su 8-9am News (Program: 10NEWS SUN 8A) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$140.00		1.20			
		Week: 05/16/22	05/22/22	-----					0	\$0.00		0.00			
		Week: 05/23/22	05/29/22	-----S					1	\$140.00		1.20			
N25	KGTV	05/09/22	06/05/22	Su Good Morning America	CM	7-8am	-----S	:30	1	\$140.00	P-6	1.20	NM	4	\$560.00
Su Good Morning America (Program: GMA SUN) 2Q22 ESTIMATE NON BBO (sell) - 2Q21 average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1018574
 Alt Order #: WOC13596022
 Flight Dates: 05/09/22 - 06/05/22

Advertiser: Levine/Democrat/Insurance Commission
 Product Desc: INSURANCE COMMISSIONER
 Estimate: 2624
KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$140.00		1.20			
		Week: 05/16/22	05/22/22	-----S					1	\$140.00		1.20			
		Week: 05/23/22	05/29/22	-----S					1	\$140.00		1.20			
		Week: 05/30/22	06/05/22	-----S					1	\$140.00		1.20			
													Totals	179	\$29,370.00