

# ORDER



**Orders**  
**Order / Rev:** 228744  
**Alt Order #:** 07417964  
**Product Desc:** MARTINEZ \*SKED C\*  
**Estimate:** 641  
**Flight Dates:** 09/28/14 - 09/30/14  
**Original Date / Rev:** 09/26/14 / 09/26/14  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Brian Smith  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency**  
**Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:**  
**Billing Contact:**  
 201 N Union St Ste 200  
 Alexandria, VA 22314-2651

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

**Advertiser**  
**Name:** Martinez for Governor  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 04/06/11  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	09/30/14	20	\$7,590.00	\$6,451.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	20	\$7,590.00	\$6,451.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$7,590.00</b>	<b>\$6,451.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian Smith			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
E 1	All	09/29/14	09/30/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MT-----	:30	2	\$620.003		0.00	NM	2	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----		2			\$620.00			0.00			
E 2	All	09/29/14	09/30/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	1	\$310.003		0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----		1			\$310.00			0.00			
E 3	All	09/29/14	09/30/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MT-----	:30	2	\$200.003		0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----		2			\$200.00			0.00			
E 4	All	09/29/14	09/30/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MT-----	:30	1	\$190.004		0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----		1			\$190.00			0.00			
E 5	All	09/29/14	09/30/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MT-----	:30	2	\$190.004		0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----		2			\$190.00			0.00			
E 6	All	09/29/14	09/30/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MT-----	:30	2	\$375.003		0.00	NM	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:		09/29/14	10/05/14	MT-----		2			\$375.00			0.00			

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Advertiser: Martinez for Governor  
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 Estimate: 641

**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	09/29/14	09/30/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	2	\$620.003		0.00	NM	2	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/29/14		09/29/14	10/05/14	MT-----	2		\$620.00		0.00						
E 8	All	09/29/14	09/30/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$400.003		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: 09/29/14		09/29/14	10/05/14	MT-----	2		\$400.00		0.00						
E 9	All	09/29/14	09/30/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MT-----	:30	2	\$480.003		0.00	NM	2	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/29/14		09/29/14	10/05/14	MT-----	2		\$480.00		0.00						
E 10	All	09/29/14	09/30/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	2	\$400.003		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: 09/29/14		09/29/14	10/05/14	MT-----	2		\$400.00		0.00						
E 11	All	09/29/14	09/30/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	2	\$260.003		0.00	NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/29/14		09/29/14	10/05/14	MT-----	2		\$260.00		0.00						
Totals													20	\$7,590.00	