

## ORDER



**Orders**  
**Order / Rev:** 219478  
**Alt Order #:** 07205035  
**Product Desc:** MARTINEZ 4 GOVERNOR  
**Estimate:** 443  
**Flight Dates:** 06/13/14 - 06/19/14  
**Original Date / Rev:** 06/10/14 / 06/12/14  
**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
05/26/14	06/19/14	31	\$14,365.00	\$12,210.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2014	31	\$14,365.00	\$12,210.25	0.00
<b>Totals</b>	<b>31</b>	<b>\$14,365.00</b>	<b>\$12,210.25</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	06/16/14	06/19/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWT---	:30	3	\$620.003		0.00	NM	3	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/14	06/22/14	MTWT---		3				\$620.00		0.00			
E 2	All	06/16/14	06/19/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MTWT---	:30	2	\$310.003		0.00	NM	2	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/14	06/22/14	MTWT---		2				\$310.00		0.00			
E 3	All	06/16/14	06/19/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWT---	: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:		06/16/14	06/22/14	MTWT---		2				\$200.00		0.00			
E 4	All	06/16/14	06/19/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWT---	:30	4	\$375.003		0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/14	06/22/14	MTWT---		4				\$375.00		0.00			
E 5	All	06/16/14	06/19/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWT---	: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:		06/16/14	06/22/14	MTWT---		2				\$620.00		0.00			
E 6	All	06/16/14	06/19/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWT---	:30	4	\$400.003		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:		06/16/14	06/22/14	MTWT---		4				\$400.00		0.00			

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Advertiser: Martinez for Governor  
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 Estimate: 443  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	06/16/14	06/19/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWT---	: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: 06/16/14	06/22/14	MTWT---		2			\$480.00			0.00			
E 8	All	06/16/14	06/19/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWT---	:30	4	\$400.003		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: 06/16/14	06/22/14	MTWT---		4			\$400.00			0.00			
E 9	All	06/17/14	06/17/14	Tuesday Prime 2hr 7p-9p Tuesday Prime 2hr 7p-9p	CM	Tu 7p-9p	-1-----	:30	1	\$1,800.003		0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/16/14	06/22/14	-1-----		1			\$1,800.00			0.00			
E 10	All	06/13/14	06/13/14	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: 06/09/14	06/15/14	----1--		1			\$620.00			0.00			
E 11	All	06/13/14	06/13/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	----1--	: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: 06/09/14	06/15/14	----1--		1			\$310.00			0.00			
E 12	All	06/13/14	06/13/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----1--	:30	1	\$200.003		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>			
		Week: 06/09/14	06/15/14	----1--		1			\$200.00			0.00			
E 13	All	06/13/14	06/13/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	W-F 5p-530p	----1--	:30	1	\$375.004		0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/09/14	06/15/14	----1--		1			\$375.00			0.00			
E 14	All	06/13/14	06/13/14	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: 06/09/14	06/15/14	----1--		1			\$400.00			0.00			
E 15	All	06/13/14	06/13/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	----1--	:30	1	\$480.004		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/09/14	06/15/14	----1--		1			\$480.00			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	All	06/09/14-06/15/14	News 4 @ 630p M-F		W-F 630p-7p	-----F----	:30		<del>(\$480.00)</del>		0.00	NM		
				Credited											
				[program change agency re ordering]											
E 16	All	06/13/14	06/13/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	----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: 06/09/14	06/15/14	----1--		1			\$400.00			0.00			
N 17	All	06/13/14	06/13/14	NHL Stanley Cup M-F 6p NHL Stanley Cup Finals	CM	M-F 6p-9p	----1--	:30	1	\$480.002		0.00	NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/09/14	06/15/14	----1--		1			\$480.00			0.00			
													Totals	31	\$14,365.00