

ORDER



Orders
Order / Rev: 225904
Alt Order #: 07340403
Product Desc: MARTINEZ 4 GOV SKD A
Estimate: 568
Flight Dates: 09/03/14 - 09/09/14
Original Date / Rev: 08/28/14 / 08/28/14
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
09/01/14	09/09/14	55	\$24,395.00	\$20,735.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	55	\$24,395.00	\$20,735.75	0.00
Totals	55	\$24,395.00	\$20,735.75	0.00

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	09/08/14	09/09/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MT-----	:30	2	\$525.00	4	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/08/14	09/14/14	MT-----		2			\$525.00			0.00			
E 2	All	09/03/14	09/05/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	W-F 10p-1035p	--WTF--	:30	3	\$575.00	4	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/01/14	09/07/14	--WTF--		3			\$575.00			0.00			
E 3	All	09/03/14	09/05/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	--WTF--	:30	3	\$230.00	4	0.00	NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/01/14	09/07/14	--WTF--		3			\$230.00			0.00			
E 4	All	09/08/14	09/09/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MT-----	:30	2	\$160.00	4	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/08/14	09/14/14	MT-----		2			\$160.00			0.00			
E 5	All	09/03/14	09/05/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	--WTF--	:30	1	\$140.00	5	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/01/14	09/07/14	--WTF--		1			\$140.00			0.00			
E 6	All	09/03/14	09/05/14	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	3	\$190.00	4	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/01/14	09/07/14	--WTF--		3			\$190.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	09/08/14	09/09/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MT-----	:30	2	\$300.00	4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	MT-----		2			\$300.00			0.00			
E 8	All	09/08/14	09/09/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	2	\$500.00	4	0.00	NM	2	\$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: 09/08/14	09/14/14	MT-----		2			\$500.00			0.00			
E 9	All	09/03/14	09/03/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--1----	:30	1	\$540.00	4	0.00	NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	--1----		1			\$540.00			0.00			
E 10	All	09/08/14	09/09/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$350.00	4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	MT-----		2			\$350.00			0.00			
E 11	All	09/03/14	09/05/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	W-F 6a-7a	--WTF--	:30	3	\$380.00	4	0.00	NM	3	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	--WTF--		3			\$380.00			0.00			
E 12	All	09/08/14	09/09/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MT-----	:30	2	\$400.00	4	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: 09/08/14	09/14/14	MT-----		2			\$400.00			0.00			
E 13	All	09/08/14	09/09/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	4	\$350.00	4	0.00	NM	4	\$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: 09/08/14	09/14/14	MT-----		4			\$350.00			0.00			
E 14	All	09/03/14	09/05/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	6	\$380.00	4	0.00	NM	6	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	--WTF--		6			\$380.00			0.00			
E 15	All	09/08/14	09/09/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	2	\$260.00	3	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: 09/08/14	09/14/14	MT-----		2			\$260.00			0.00			
E 16	All	09/07/14	09/07/14	NFL (Sunday) NFL (Sunday)	CM	Su 615p-930p	-----1	:30	1	\$2,900.00	3	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1		1			\$2,900.00			0.00			
E 17	All	09/04/14	09/04/14	NFL (Thursday) NFL (Thursday)	CM	Thurs 630p-930p	---1---	:30	1	\$2,900.00	2	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	---1---		1			\$2,900.00			0.00			
E 18	All	09/09/14	09/09/14	Tuesday Prime 2hr 8p-10p Tuesday Prime 2hr 8p-10p	CM	Tu 8p-10p	-1-----	:30	1	\$1,800.00	3	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: 09/08/14	09/14/14	-1-----		1			\$1,800.00			0.00			
E 19	All	09/03/14	09/05/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	:30	3	\$260.00	3	0.00	NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	--WTF--		3			\$260.00			0.00			
E 20	All	09/03/14	09/05/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--WTF--	:30	3	\$160.00	4	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	--WTF--		3			\$160.00			0.00			
E 21	All	09/08/14	09/09/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MT-----	:30	1	\$140.00	5	0.00	NM	1	\$140.00
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	All	09/08/14	09/09/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MT-----	:30	1	\$140.00	5	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	MT-----					1	\$140.00		0.00			
E 22	All	09/08/14	09/09/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MT-----	:30	2	\$190.00	4	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:		09/08/14	09/14/14	MT-----					2	\$190.00		0.00			
E 23	All	09/05/14	09/05/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	----1--	:30	1	\$540.00	4	0.00	NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/01/14	09/07/14	----1--					1	\$540.00		0.00			
E 24	All	09/08/14	09/09/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$230.00	4	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	MT-----					2	\$230.00		0.00			
E 25	All	09/03/14	09/03/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--1----	:30	1	\$440.00	4	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/01/14	09/07/14	--1----					1	\$440.00		0.00			
E 26	All	09/03/14	09/03/14	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	--1----	:30	1	\$100.00	4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/01/14	09/07/14	--1----					1	\$100.00		0.00			
													Totals	55	\$24,395.00