

ORDER



Orders
Order / Rev: 224483
Alt Order #: 07305658
Product Desc: MARTINEZ **SKED B**
Estimate: 529
Flight Dates: 10/29/14 - 11/04/14
Original Date / Rev: 08/12/14 / 10/16/14
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
10/27/14	11/04/14	54	\$22,830.00	\$19,405.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	54	\$22,830.00	\$19,405.50	0.00
Totals	54	\$22,830.00	\$19,405.50	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	11/03/14	11/03/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$525.00	4	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----		1				\$525.00		0.00			
E 2	All	10/29/14	10/31/14	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:		10/27/14	11/02/14	--WTF--		3				\$575.00		0.00			
E 3	All	10/29/14	10/31/14	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:		10/27/14	11/02/14	--WTF--		3				\$230.00		0.00			
E 4	All	10/29/14	10/31/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--WTF--	:30	3	\$160.00	4	0.00	NM	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:		10/27/14	11/02/14	--WTF--		3				\$160.00		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>		
	3	All	10/27/14-11/02/14	News 4 @ Midday M-F		M-F 12noon-1p	--WThF----	:30		(\$160.00)		0.00	NM		
		Credited [program not airing agency credited]													
E 5	All	10/29/14	10/31/14	Judge Judy-P/ DR 4p/ 430p 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:		10/27/14	11/02/14	--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 5	All	10/29/14	10/31/14	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	3	\$190.004		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: 10/27/14	11/02/14	--WTF--		3			\$190.00			0.00			
E 6	All	11/03/14	11/03/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	1-----	:30	1	\$300.004		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: 11/03/14	11/09/14	1-----		1			\$300.00			0.00			
E 7	All	10/29/14	10/31/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	W-F 5p-530p	--WTF--	:30	3	\$340.004		0.00	NM	3	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/27/14	11/02/14	--WTF--		3			\$340.00			0.00			
E 8	All	11/03/14	11/04/14	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MT-----	:30	2	\$180.004		0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/03/14	11/09/14	MT-----		2			\$180.00			0.00			
E 9	All	10/29/14	10/31/14	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	W-F 530a-6a	--WTF--	:30	3	\$200.004		0.00	NM	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: 10/27/14	11/02/14	--WTF--		3			\$200.00			0.00			
E 10	All	11/03/14	11/03/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	1-----	:30	1	\$500.004		0.00	NM	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: 11/03/14	11/09/14	1-----		1			\$500.00			0.00			
E 11	All	10/29/14	10/31/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--WTF--	:30	3	\$540.004		0.00	NM	3	\$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: 10/27/14	11/02/14	--WTF--		3			\$540.00			0.00			
E 12	All	11/03/14	11/04/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$350.004		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: 11/03/14	11/09/14	MT-----		2			\$350.00			0.00			
E 13	All	10/29/14	10/31/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	W-F 6a-7a	--WTF--	:30	3	\$380.004		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: 10/27/14	11/02/14	--WTF--		3			\$380.00			0.00			
E 14	All	11/03/14	11/03/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	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: 11/03/14	11/09/14	1-----		1			\$400.00			0.00			
E 15	All	10/29/14	10/31/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--WTF--	:30	3	\$440.004		0.00	NM	3	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/27/14	11/02/14	--WTF--		3			\$440.00			0.00			
E 16	All	11/03/14	11/04/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	4	\$350.004		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: 11/03/14	11/09/14	MT-----		4			\$350.00			0.00			
E 17	All	10/29/14	10/31/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	6	\$380.004		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: 10/27/14	11/02/14	--WTF--		6			\$380.00			0.00			
E 18	All	10/29/14	10/31/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	:30	3	\$220.004		0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/27/14	11/02/14	--WTF--		3			\$220.00			0.00			
E 19	All	11/03/14	11/03/14	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	1-----	:30	1	\$2,200.003		0.00	NM	1	\$2,200.00
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	All	11/03/14	11/03/14	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	1-----	:30	1	\$2,200.00	3	0.00	NM	1	\$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: 11/03/14	11/09/14	1-----		1				\$2,200.00		0.00			
E 20	All	11/01/14	11/01/14	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----1-	:30	1	\$250.00	4	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: 10/27/14	11/02/14	-----1-		1				\$250.00		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	10/27/14-11/02/14	News 4 @ 6p Sat		Sa 6p-630p	-----Sa--	:30		(\$250.00)		0.00	NM		
		Credited [program change agency re ordering]													
E 21	All	11/01/14	11/01/14	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p	-----1-	:30	1	\$190.00	4	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: 10/27/14	11/02/14	-----1-		1				\$190.00		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	10/27/14-11/02/14	News 4 @ 630p Sat		Sa 630p-7p	-----Sa--	:30		(\$190.00)		0.00	NM		
		Credited [program not available agency re ordering]													
E 22	All	11/01/14	11/01/14	News 4 Weekend Sat 7a-9a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----1-	:30	1	\$180.00	4	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1-		1				\$180.00		0.00			
E 23	All	11/02/14	11/02/14	News 4 Special @ 430p News 4 Special @ 430p Sun	CM	Su 430p-5p	-----1	:30	1	\$250.00	4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1		1				\$250.00		0.00			
E 24	All	11/02/14	11/02/14	NFL (Sunday) NFL (Sunday)	CM	Su 615p-930p	-----1	:30	1	\$3,400.00	2	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1		1				\$3,400.00		0.00			
E 25	All	11/03/14	11/03/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	1-----	:30	1	\$230.00	4	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1				\$230.00		0.00			
N 26	All	11/01/14	11/01/14	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----1-	:30	1	\$250.00	4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1-		1				\$250.00		0.00			
N 27	All	10/29/14	10/31/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	1	\$190.00	4	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: 10/27/14	11/02/14	--WTF--		1				\$190.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 54 \$22,830.00