

# ORDER



**Orders**

**Order / Rev:** 224486

**Alt Order #:** 07305641

**Product Desc:** MARTINEZ \*\*SKED A\*\*

**Estimate:** 526

**Flight Dates:** 10/22/14 - 10/28/14

**Original Date / Rev:** 08/12/14 / 10/10/14

**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	10/26/14	41	\$13,685.00	\$11,632.25
10/27/14	10/28/14	18	\$9,820.00	\$8,347.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	41	\$13,685.00	\$11,632.25	0.00
November 2014	18	\$9,820.00	\$8,347.00	0.00
<b>Totals</b>	<b>59</b>	<b>\$23,505.00</b>	<b>\$19,979.25</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	10/27/14	10/28/14	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:		10/27/14	11/02/14	MT-----		2				\$525.00		0.00			
E 2	All	10/22/14	10/24/14	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:		10/20/14	10/26/14	--WTF--		3				\$575.00		0.00			
E 3	All	10/22/14	10/24/14	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:		10/20/14	10/26/14	--WTF--		3				\$230.00		0.00			
E 4	All	10/22/14	10/24/14	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	--WTF--	:30	3	\$100.00	4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--		3				\$100.00		0.00			
E 5	All	10/22/14	10/24/14	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:		10/20/14	10/26/14	--WTF--		3				\$160.00		0.00			
E 6	All	10/22/14	10/24/14	Judge Judy-P/ DR 4p/ 430p Judge 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>			

Order / Rev: 224486  
 Alt Order #: 07305641  
 Flight Dates: 10/22/14 - 10/28/14

Advertiser: Martinez for Governor  
 Product Desc: MARTINEZ \*\*SKED A\*\*  
 Estimate: 526

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	All	10/22/14	10/24/14	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: 10/20/14	10/26/14	--WTF--		3			\$190.00			0.00			
E 7	All	10/27/14	10/28/14	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: 10/27/14	11/02/14	MT-----		2			\$300.00			0.00			
E 8	All	10/22/14	10/24/14	News 4 @ 5p M-F News 4 @ 5p M-F	CM	W-F 5p-530p	--WTF--	:30	3	\$490.00	2	0.00	NM	3	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3			\$490.00			0.00			
E 9	All	10/27/14	10/28/14	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MT-----	:30	2	\$180.00	4	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: 10/27/14	11/02/14	MT-----		2			\$180.00			0.00			
E 10	All	10/22/14	10/24/14	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	W-F 530a-6a	--WTF--	:30	3	\$200.00	4	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: 10/20/14	10/26/14	--WTF--		3			\$200.00			0.00			
E 11	All	10/27/14	10/28/14	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: 10/27/14	11/02/14	MT-----		2			\$500.00			0.00			
E 12	All	10/22/14	10/24/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--WTF--	:30	3	\$540.00	4	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: 10/20/14	10/26/14	--WTF--		3			\$540.00			0.00			
E 13	All	10/27/14	10/28/14	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: 10/27/14	11/02/14	MT-----		2			\$350.00			0.00			
E 14	All	10/22/14	10/24/14	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: 10/20/14	10/26/14	--WTF--		3			\$380.00			0.00			
E 15	All	10/27/14	10/28/14	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: 10/27/14	11/02/14	MT-----		2			\$400.00			0.00			
E 16	All	10/22/14	10/24/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--WTF--	:30	3	\$440.00	4	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: 10/20/14	10/26/14	--WTF--		3			\$440.00			0.00			
E 17	All	10/27/14	10/28/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<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	MT-----		1			\$350.00			0.00			
E 18	All	10/22/14	10/24/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--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: 10/20/14	10/26/14	--WTF--		3			\$380.00			0.00			
E 19	All	10/22/14	10/24/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	:30	3	\$220.00	4	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: 10/20/14	10/26/14	--WTF--		3			\$220.00			0.00			
E 20	All	10/24/14	10/24/14	Friday Prime 2hr 7p-9p Friday Prime 2hr 7p-9p	CM	F 7p-9p	----1--	:30	1	\$1,100.00	3	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>			

Order / Rev: 224486  
 Alt Order #: 07305641  
 Flight Dates: 10/22/14 - 10/28/14

Advertiser: Martinez for Governor  
 Product Desc: MARTINEZ \*\*SKED A\*\*  
 Estimate: 526  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	All	10/24/14	10/24/14	Friday Prime 2hr 7p-9p Friday Prime 2hr 7p-9p	CM	F 7p-9p	----1--	:30	1	\$1,100.00	3	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: 10/20/14	10/26/14	----1--		1				\$1,100.00		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	10/20/14-10/26/14	Friday Prime 2hr 7p-9p		F 7p-9p	-----F-----	:30		<del>(\$1,100.00)</del>		0.00	NM		
		Credited [program change agency re ordering]													
E 21	All	10/27/14	10/27/14	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: 10/27/14	11/02/14	1-----		1				\$2,200.00		0.00			
E 22	All	10/27/14	10/27/14	Monday Prime C Monday Prime C	CM	M 9p-10p	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: 10/27/14	11/02/14	1-----		1				\$2,200.00		0.00			
E 23	All	10/25/14	10/25/14	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----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: 10/20/14	10/26/14	-----1-		1				\$250.00		0.00			
E 24	All	10/25/14	10/25/14	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p	-----1-	: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: 10/20/14	10/26/14	-----1-		1				\$190.00		0.00			
E 25	All	10/25/14	10/25/14	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	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: 10/20/14	10/26/14	-----1-		1				\$180.00		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	10/20/14-10/26/14	News 4 Weekend Sat 7a-9a		Sa 7a-9a	-----Sa--	:30		<del>(\$180.00)</del>		0.00	NM		
		Credited [program change agency re ordering]													
E 26	All	10/26/14	10/26/14	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: 10/20/14	10/26/14	-----1		1				\$250.00		0.00			
E 27	All	10/27/14	10/28/14	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: 10/27/14	11/02/14	MT-----		2				\$230.00		0.00			
E 28	All	10/27/14	10/28/14	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	MT-----	: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: 10/27/14	11/02/14	MT-----		1				\$100.00		0.00			
N 29	All	10/24/14	10/24/14	Friday Prime A Friday Prime A	CM	F 7p-8p	----1--	:30	1	\$1,100.00	3	0.00	NM	1	\$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: 10/20/14	10/26/14	----1--		1				\$1,100.00		0.00			
N 30	All	10/25/14	10/25/14	News 4 Spec Sa 630a (1hr) News 4 Spec Sa 630a (1hr)	CM	Sa 630a-730a	-----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: 10/20/14	10/26/14	-----1-		1				\$180.00		0.00			

\*Tax 1 Note: ABQ 7%.

Totals 59 \$23,505.00