## ORDER

Orders

Order / Rev:

36908

Alt Order #:

08838329

Product Desc:

Issue

Estimate:

1565

Flight Dates:

08/07/12 - 08/14/12

Original Date / Rev:

08/06/12 / 08/06/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

K-WAS

Mike Jones

KLAS

National

Agency

Name:

**Waterfront Strategies** 

1010 Wisconsin Avenue

Washington, DC 20007

**Buying Contact:** 

Billing Contact:

Billing Type: Billing Calendar: Cash

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

Advertiser

Name:

**Patriot Majority** 

Demographic: Product Codes: A35+

**PO4** 

New Business Thru: Order Separation:

00:15:00

Priority:

LV1

Advertiser External ID:

Revenue Codes:

AGY, POL, ISS

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 07/30/12 08/14/12 27 \$32,875.00 \$27,943.75 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
August 2012	27	\$32,875.00	\$27,943.75		
Totals	27	\$32,875.00	\$27,943.75	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region Start Date / End Date		Order %
Mike Jones		Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	30%	\$32,875.00
Market	100%	\$109,583.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$27,395.83		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$5,479.17		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	n Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	8 08/07/1:	2 08/13/12	137-237a M-F Na	te Berk©M	137-237a	MTWTF	:30	3	\$75.00LV1	0.00 NM	3	\$225.00
			Nate Berkus		(1:37 XM-2:3	7 XM)						
NAT	TE BERKUS											
	Start Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week	: 08/07/12	08/13/12	MTWTF	3	\$75.00	0.00						
E 2	8 08/12/1	2 08/12/12	Sun 530-6p Ins E	d Wkn@M	530-6p	S	:30	1	\$450.00LV1	0.00 NM	1	\$450.00
			Inside Edition Wi	knd								

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**KLAS** 

Order / Rev

36908

Advertiser:

**Patriot Majority** 

Alt Order #:

08838329

**Product Desc:** 

Flight Dates:

08/07/12 - 08/14/12

Estimate:

Issue 1565

Ln Ch Start End **Inventory Code Break** Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount INSIDE EDITION Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 ----5 \$450.00 0.00 E 3 08/07/12 08/13/12 CBS This Morning 7-9a CM MTWTF--7-9a :30 6 \$900.00LV1 0.00 NM 6 \$5,400.00 **CBS This Morning CBS THIS MORNING** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/07/12 08/13/12 MTWTF--\$900.00 0.00 6 8 08/14/12 08/14/12 CBS This Morning 7-9a CM 7-9a :30 \$900.00LV1 0.00 NM \$900.00 **CBS This Morning CBS THIS MORNING** Start Date **End Date Weekdays** Spots/Week Rate Rating 08/19/12 Week: 08/13/12 -T----\$900.00 0.00 \$1,700.00 08/12/12 08/12/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,700.00LV1 0.00 NM **CBS News Sunday Morning CBS NEWS SUNDAY MORNING End Date** Spots/Week Start Date **Weekdays** Rate Rating 1 \$1,700.00 Week: 08/06/12 08/12/12 ----S 0.00Description Start/End Time <u>Weekdays</u> <u>Spot</u> Ch Date Range **Length** Rate Rtg Type 8 08/06/12-08/12/12 CBS News Sunday Morning CBS Sunday Mori :30<del>(\$1,700.00)</del> 0.00 NM 1 -----Su See MG 5.2 [da] ----FSa--8 08/06/12-08/12/12 SF 49er's Football Fri 6-9p :30 \$1,700.00 0.00 NM MG for 5.1 08/12 08/12/12 08/12/12 8 News Now Sun 5-7p CM 5-7p ----S :30 1 \$1,700.00LV1 0.00 NM \$1,700.00 8 News Now Sun 5-7p 8 NEWS NOW AT 5PM-SUN Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 08/06/12 08/12/12 ----S \$1,700.00 0.00 08/07/12 08/13/12 8 News Now Noon M-F CM :30 \$700.00LV1 0.00 NM E 7 12-1230p MTWTF--\$2,800.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 08/07/12 08/13/12 \$700.00 0.00 F 8 08/07/12 08/13/12 8 News Now 6a M-F CM 6-7a MTWTF--:30 1 \$1.100.00LV1 0.00 NM \$1,100.00 8 News Now 6a M-F 8 NEWS NOW AT 6A <u>Weekdays</u> Spots/Week Rate Rating 08/13/12 MTWTF--0.00 Week: 08/07/12 1 \$1,100.00 E 9 8 08/07/12 08/13/12 Live w/Kelly CM 9-10a MTWTF--:30 \$750.00LV1 0.00 NM \$750.00 Live With Regis & Kelly LIVE! WITH KELLY **Start Date End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 08/07/12 08/13/12 \$750.00 0.00 08/14/12 08/14/12 E 10 8 Live w/Kelly CM 9-10a -T----:30 \$750.00LV1 0.00 NM \$750.00 Live With Regis & Kelly LIVE! WITH KELLY Spots/Week **End Date** Weekdays Rating Start Date <u>Rate</u> Week: 08/13/12 08/19/12 -T----\$750.00 0.00 MTWTF--:30 3 \$1,100.00LV1 8 News Now 4p M-F CM 4-5p 0.00 NM \$3,300.00 F 11 8 08/07/12 08/13/12 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Rating Start Date **End Date Weekdays** Rate 08/13/12 MTWTF--\$1,100.00 0.00 Week: 08/07/12 8 News Now 4p M-F -T----:30 1 \$1,100.00LV1 0.00 NM \$1,100.00 08/14/12 08/14/12 CM 4-5p 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Start Date End Date Weekdays Rate Rating Week: 08/13/12 08/19/12 -T----\$1,100.00 0.00 08/07/12 08/13/12 CM 1237a-137a MTWTF--:30 \$350.00LV1 0.00 NM 2 \$700.00 Craig Ferguson

(12:37 XM-1:37 XM)

Craig Ferguson

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Totals

\$32,875.00

Order / Rev: 36908 Advertiser: **Patriot Majority** Alt Order #: 08838329 **Product Desc: KLAS** Issue 08/07/12 - 08/14/12 Estimate: 1565 Flight Dates: Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots **Amount** LATE LATE SHOW Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating MTWTF--Week: 08/07/12 08/13/12 \$350.00 0.00 2 7-8p 1\$12,000.00LV1 0.00 NM 8 08/12/12 08/12/12 Sun 7-8p CM ----S :30 \$12,000.00 E 14 **60 Minutes 60 MINUTES** Spots/Week Rating **Start Date End Date Weekdays** Rate 0.00 Week: 08/06/12 08/12/12 ----S 1\$12,000.00