

ORDER



Henderson - Las Vegas
KVVU TV

Orders

Order / Rev: 1019677

Alt Order #: 09823036

Product Desc: PICKERING 4 SUPREME

Estimate: 6843

Flight Dates: 05/06/20 - 05/12/20

Original Date / Rev: 04/29/20 / 04/29/20

Order Type: GENERAL

Primary AE: Teresa Difuria

Sales Office: T-PHI

Sales Region: National

Agency

Name: Strategic Media Services

Buying Contact:

Billing Contact:

1911 North Ft. Myer Drive, Suite 400

Arlington, VA 22209

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Pickering For Supreme Court

Demographic: A35+

Product Codes: Political-Candidates, Political-Cand-Local

Revenue Code 1: POL

Revenue Code 2: PLC

Revenue Code 3: POL LPL

New Business Thru:

Advertiser External ID: 639964

Agency External ID: 108852

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/20	05/12/20	23	\$3,675.00	\$3,123.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	23	\$3,675.00	\$3,123.75	0.00
Totals	23	\$3,675.00	\$3,123.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KVVU TV	22%	\$3,675.00
Market	100%	\$16,704.55

Competitive Share

	Share	Total
KBLR	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$4,677.27
KLVX	0%	\$0.00
KSNV	28%	\$4,677.27
KTNV	22%	\$3,675.00
KTUD	0%	\$0.00
KVCW	0%	\$0.00
KVMY	0%	\$0.00
LV1	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KVVU	05/11/20	05/11/20	FOX 5 News 730-8am	CM	FOX 5 News 730-8am	-----1	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/11/20	05/17/20	1-----	1		\$150.00		0.00						

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KVVU TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/11/20	05/17/20	1-----			1		\$150.00	0.00					
N 2	KVVU	05/06/20	05/06/20	FOX 5 News 730-8am FOX 5 News 730-8am	CM	FOX 5 News 730-8am	--1----	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	--1----			1		\$150.00	0.00					
N 3	KVVU	05/07/20	05/07/20	FOX 5 News 730-8am FOX 5 News 730-8am	CM	FOX 5 News 730-8am	---1---	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	---1---			1		\$150.00	0.00					
N 4	KVVU	05/10/20	05/10/20	FOX 5 News Sun 7-8am FOX 5 News Sun 7-8am	CM	FOX 5 News Sun 7-8am	-----1	:30	1	\$125.00	IMP	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	-----1			1		\$125.00	0.00					
N 5	KVVU	05/12/20	05/12/20	M-F 10a-11a MORE: Local Las Vegas	CM	M-F 10a-11a	-1-----	:30	1	\$75.00	IMP	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/11/20	05/17/20	-1-----			1		\$75.00	0.00					
N 6	KVVU	05/08/20	05/08/20	M-F 10a-11a MORE: Local Las Vegas	CM	M-F 10a-11a	----1--	:30	1	\$75.00	IMP	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	----1--			1		\$75.00	0.00					
N 7	KVVU	05/12/20	05/12/20	Fox 5 News at 5pm Fox 5 News at 5pm	CM	M-F 5-530p	-1-----	:30	1	\$200.00	IMP	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:		05/11/20	05/17/20	-1-----			1		\$200.00	0.00					
N 8	KVVU	05/06/20	05/06/20	Fox 5 News at 5pm Fox 5 News at 5pm	CM	M-F 5-530p	--1----	:30	1	\$200.00	IMP	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:		05/04/20	05/10/20	--1----			1		\$200.00	0.00					
N 9	KVVU	05/07/20	05/07/20	Fox 5 News at 5pm Fox 5 News at 5pm	CM	M-F 5-530p	---1---	:30	1	\$200.00	IMP	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:		05/04/20	05/10/20	---1---			1		\$200.00	0.00					
N 10	KVVU	05/11/20	05/11/20	Fox 5 News at 530pm Fox 5 News at 5 MF 530-6p	CM	M-F 530-6p	1-----	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/11/20	05/17/20	1-----			1		\$150.00	0.00					
N 11	KVVU	05/07/20	05/07/20	Fox 5 News at 530pm Fox 5 News at 5 MF 530-6p	CM	M-F 530-6p	---1---	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	---1---			1		\$150.00	0.00					
N 12	KVVU	05/08/20	05/08/20	Fox 5 News at 530pm Fox 5 News at 5 MF 530-6p	CM	M-F 530-6p	----1--	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/04/20	05/10/20	----1--			1		\$150.00	0.00					
N 13	KVVU	05/12/20	05/12/20	FOX 5 News 1030-11pm M-F 10:30p-11p	CM	M-F 10:30p-11p	-1-----	:30	1	\$250.00	IMP	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:		05/11/20	05/17/20	-1-----			1		\$250.00	0.00					
N 14	KVVU	05/06/20	05/06/20	FOX 5 News 1030-11pm M-F 10:30p-11p	CM	M-F 10:30p-11p	--1----	:30	1	\$250.00	IMP	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:		05/04/20	05/10/20	--1----			1		\$250.00	0.00					
N 15	KVVU	05/08/20	05/08/20	FOX 5 News 1030-11pm M-F 10:30p-11p	CM	M-F 10:30p-11p	----1--	:30	1	\$250.00	IMP	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:		05/04/20	05/10/20	----1--			1		\$250.00	0.00					
N 16	KVVU	05/06/20	05/12/20		CM	FOX 5 News 730-8am		:30	2	\$150.00	IMP	0.00	NM	2	\$300.00

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				FOX 5 News 730-8am			MTWTF--								
				FOX 5 News 730-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/06/20	05/12/20	MTWTF--			2		\$150.00		0.00				
N 17	KVVU	05/06/20	05/12/20	M-F 10a-11a	CM	M-F 10a-11a	MTWTF--	:30	2	\$75.00	IMP	0.00	NM	2	\$150.00
				MORE: Local Las Vegas											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/06/20	05/12/20	MTWTF--			2		\$75.00		0.00				
N 18	KVVU	05/06/20	05/12/20	Fox 5 News at 5pm	CM	M-F 5-530p	MTWTF--	:30	2	\$200.00	IMP	0.00	NM	2	\$400.00
				Fox 5 News at 5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/06/20	05/12/20	MTWTF--			2		\$200.00		0.00				
N 19	KVVU	05/06/20	05/12/20	Fox 5 News at 530pm	CM	M-F 530-6p	MTWTF--	:30	2	\$150.00	IMP	0.00	NM	2	\$300.00
				Fox 5 News at 5 MF 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/06/20	05/12/20	MTWTF--			2		\$150.00		0.00				
													Totals	23	\$3,675.00