Estimate Number



<u>Advertiser</u>



KCRA 3 Television Circle Sacramento, CA 95814 Main: (916)446-3333 Billing: (916)325-3266

www.kcra.com

Billing Address:

Adelstein/Liston Attention: Accounts Payable 222 West Ontario Suite 600 Chicago, IL 60610

Description

End Date

10/21/12

Send Payment To:

Start Date

10/16/12

Spots: # Ch

Weeks:

KCRA PO Box 26861 Lehigh Valley, PA 18002-6861

End Date

10/19/12

Start Date

10/15/12

1 KCRA W

2 KCRA Th

3 KCRA F

Class of Time - Pre-emptible with notice

Day Air Date

10/17/12

10/18/12

10/19/12

Invoice #	Invoice Date	Invoice Month	Invoice Period
963706-1	10/21/12	October 2012	10/01/12 - 10/21/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
KCRA	Scott Barsky	Eagle-Chicago	National

Bera/D/Congress	CONGRES	S(D) #3337	
	Flight Dates	Order #	Alt Order #
	10/16/12 - 10/21/12	963706	07911950
	Billing Calendar	Billing Type	Deal #
	Broadcast	Cash	

Product

Special Handling

Advertiser Code	Product Code
BERA	
Advertiser Ref	

Spots/ Week Rate Length Type :30 3 \$1,500.00 NM Length Ad-ID Rate Type :30 BERA0830H \$1,500.00 NM :30 BERA0930H \$1,500.00 NM :30 BERA0930H \$1,500.00 NM

2 10/16/12 10/19/12 NBC Today Class of Time - Pre-emptible with notice		-TWTF	:30	3	\$1,500.00	NM		
	MTWTFSS Spots/Week 3	<u>Rate</u> \$1,500.00						
Spots: # Ch Day Air Date Air T	me Description	Start/End Time	Length Ad-	·ID			<u>Rate</u>	Type
1 KCRA Tu 10/16/12 7:26	AM NBC Today Show	7:00am-9:00am	:30 BER	A0830	1		\$1,500.00	NM
2 KCRA W 10/17/12 8:30	AM NBC Today Show	7:00am-9:00am	:30 BER	A0830	4		\$1,500.00	NM
3 KCRA F 10/19/12 8:27	AM NBC Today Show	7:00am-9:00am	:30 BER	A0930	1		\$1,500.00	NM

MTWTFSS

-TWTF--

\$1,500.00

Rate

Start/End Time

5:58am-7:00am

5:58am-7:00am

5:58am-7:00am

Start/End Time

Spots/Week

KCRA-TV News at 6am 5:58am-7:00am

6:00 AM KCRA-TV News at 6am

5:59 AM KCRA-TV News at 6am

6:59 AM KCRA-TV News at 6am

MTWTFSS

-TWTF--

Air Time Description

3 10/21/12 10/21/12 KCF Class of Time - Pre-emptible w	RA-TV News at 7am News at 7:00 ith notice)amS	:30 2	\$650.00	NM	
Weeks: <u>Start Date</u> <u>End I</u> 10/15/12 10/21		<u>ek</u> <u>Rate</u> 2 \$650.00				
Spots: <u>#</u> Ch <u>Day</u> <u>Air Date</u> 1 KCRA Su 10/21/12 2 KCRA Su 10/21/12	Air Time Description 9:24 AM KCRA-TV News at 7a 9:57 AM KCRA-TV News at 7a		<u>Length</u> <u>Ad-ID</u> :30 BERA0930H :30 BERA0830H			<u>Rate</u> <u>Type</u> \$650.00 NM \$650.00 NM

4 10/16/12 10/19/12 KATI Class of Time - Pre-emptible with		-TWTF	:30	3	\$700.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 10/15/12 10/21/1		<u>ek</u> <u>Rate</u> 3 \$700.00					
Spots: <u>#</u> Ch <u>Day</u> <u>Air Date</u>	Air Time Description	Start/End Time	Length /	Ad-ID			Rate Type
1 KCRA W 10/17/12	3:48 PM KATIE EF	KATIE EF	:30 E	BERA0830H			\$700.00 NM
2 KCRA Th 10/18/12	3:23 PM KATIE EF	KATIE EF	:30 E	BERA0930H			\$700.00 NM
3 KCRA F 10/19/12	3:56 PM KATIE EF	KATIE EF	:30 E	BERA0930H			\$700.00 NM

2 1	(CRA Th 10)	/18/12 3:	23 PM KATIE	EF	KATIE EF	:30 1	BERA0930	1		\$700.00	NM
3 H	KCRA F 10	/19/12 3:	56 PM KATIE	EF	KATIE EF	:30 F	BERA0930	1		\$700.00	NM
5 10/16/12 Class of	10/19/12 Time - Pre-emp	M-F 4-5p otible with no		4-5p	-TWTF	:30	3	\$900.00	NM		
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$900.00						
Spots: #	Ch <u>Day Air</u>	Date Air	r Time Descrip	<u>otion</u>	Start/End Time	Length /	Ad-ID			Rate	Type



Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 963706-1 | 10/21/12 | October 2012 | 10/01/12 - 10/21/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Bera/D/Congress	CONGRESS(D) #3337	

www.kcra.com

www.kcra	a.com										
								Spots/			
Line S	Start Date	End Date	e Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
	10/16/12 Class of Tin	10/19/12 ne - Pre-en			4-5p	-TWTF	:30	3	\$900.00	NM	
	Spots: # Ch		-	Air Time Descrip		Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
			0/17/12	4:39 PM M-F 4-5	•	4-5p	.,	30 BERA0830H			\$900.00 NM
	_		0/18/12	4:12 PM M-F 4-5	•	4-5p		30 BERA0930H			\$900.00 NM
	3 KC	RAF 1	0/19/12	4:39 PM M-F 4-5	<u> p</u>	4-5p	::	30 BERA0930F	1		\$900.00 NM
	10/16/12 Class of Tin	10/19/12 ne - Pre-en	nptible wit		4:58pm-5:30pm	-TWTF	:30	1	\$3,000.00	NM	
\ \		Start Date 10/15/12	End D 10/21/		Spots/Week 1	<u>Rate</u> \$3,000.00					
S	Spots: # Ch			Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
	2 KC	RAW 1	0/17/12	5:24 PM KCRA-	TV News at 5pm	4:58pm-5:30pm	::	30 BERA0830F	1		\$3,000.00 NM
	10/20/12 Class of Tin	10/20/12 ne - Pre-en		A 3 OTO Newscas th notice	t 530P-6P	S-	:30	1	\$1,800.00	NM	
W	Veeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 1	<u>Rate</u> \$1,800.00					
S	Spots: # Ch			Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
	1 KC	RA Sa 1	0/20/12	5:57 PM KCRA	3 OTO Newscast	530P-6P	::	30 BERA0930F	1		\$1,800.00 NM
	10/16/12 Class of Tin	10/19/12 ne - Pre-en		SS HOLLYWOOD th notice	A(7:01pm-7:30pm/7:0	3WTF	:30	1	\$1,500.00	NM	
W	Veeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 1	<u>Rate</u> \$1,500.00					
s	Spots: # Ch			Air Time Descrip	•	Start/End Time	Leng	th Ad-ID			Rate Type
	-		0/17/12		HOLLYWOOD AC	7:01pm-7:30pm/		30 BERA0830H	1		\$1,500.00 NM
	10/16/12 Class of Tin	10/19/12 ne - Pre-en		730pm-8pm	7:31pm-7:57pm	WTF	:30	3	\$1,500.00	NM	
	Veeks:	Start Date 10/15/12	•	ate MTWTFSS	Spots/Week 3	Rate \$1,500.00					
s	Spots: # Ch	<u>Day</u> A	ir Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
			0/17/12	7:48 PM M-F 73		7:31pm-7:57pm		30 BERA0830H			\$1,500.00 NM
			0/18/12	7:55 PM M-F 73		7:31pm-7:57pm		30 BERA0930F			\$1,500.00 NM
	1 KC	RAF 1	0/19/12	7:43 PM M-F 73	0pm-8pm	7:31pm-7:57pm	::	30 BERA0930F	1		\$1,500.00 NM
	10/17/12 Class of Tin	10/17/12 ne - Pre-en		& ORDER SVU th notice	9:01pm-10pm	W	:30	1	\$4,000.00	NM	
W	Veeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 1	<u>Rate</u> \$4,000.00					
s	Spots: # Ch		ir Date	Air Time Descrip	•	Start/End Time	Leng	th Ad-ID			Rate Type
	-		0/17/12	9:41 PM LAW &	ORDER SVU	9:01pm-10pm	::	30 BERA0830H	1		\$4,000.00 NM
	10/16/12 Class of Tin	10/19/12 ne - Pre-en		Tonight Show	11:36pm-12:35am	-TWTF	:30	3	\$1,000.00	NM	
	Veeks:	Start Date	End D	ate MTWTFSS	Spots/Week	<u>Rate</u>					
		10/15/12	10/21/		3	\$1,000.00	1	+b			Dota Tura
8	Spots: <u>#</u> Ch		0/17/12	Air Time Descript 12:10 AM NBC To		Start/End Time 11:36pm-12:35a		th <u>Ad-ID</u> 30 BERA0830H	1		Rate Type \$1,000.00 NM
			0/17/12	11:48 PM NBC To		11:36pm-12:35a		30 BERA0930F			\$1,000.00 NM
			0/19/12	12:31 AM NBC To	-	11:36pm-12:35a		30 BERA0930H			\$1,000.00 NM
10.1	10/16/12	10/19/12		Night w/Jimmy F	•	-TWTF		4		NM	
	Class of Tin	ne - Pre-en	Late nptible wit	th notice	12:36am-1:36am	- I W I F	:30	4	\$600.00	INIVI	
W	Veeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 4	<u>Rate</u> \$600.00					
S	Spots: # Ch			Air Time Descrip		Start/End Time	_	th Ad-ID			Rate Type
1			0/16/12	1:12 AM Late Ni		12:36am-1:36am		30 BERA0830F			\$600.00 NM
1	2 KC	RAW 1	0/17/12	1:16 AM Late Ni	grit w/Jimmy F	12:36am-1:36am	1 :	30 BERA0830H	1		\$600.00 NM



INVOICE A TE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963706-1	10/21/12	October 2012	10/01/12 - 10/21/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Bera/D/Congress	CONGRESS(D) #3337	

www.l	cra.com											
l ina	Start Date	End Date	a Dasc	cription	Start/End Time	MTWTFSS	l or		Spots/ Veek	Rate	Type	
	2 10/16/12	10/19/12		<u>'</u>			LCI					
12	Class of Tim			Night w/Jimmy F th notice	12:36am-1:36am	-TWTF		:30	4	\$600.00	NM	
	Spots: # Ch		Air Date	Air Time Descrip		Start/End Time		Length A				Rate Type
	3 KC 4 KC		10/18/12 10/19/12	1:30 AM Late Ni 1:21 AM Late Ni	•	12:36am-1:36ar 12:36am-1:36ar			BERA0930H BERA0930H			\$600.00 NM \$600.00 NM
					•		111					\$600.00 14101
13	3 10/16/12 Class of Tim	10/19/12 ne - Pre-ei		9am-10am th notice	9:00am-10:00am	-TWTF		:30	3	\$550.00	NM	
	Weeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 3	<u>Rate</u> \$550.00						
	Spots: # Ch		Air Date	Air Time Descrip		Start/End Time		Length A				Rate Type
	_	-	10/16/12	9:55 AM M-F 9ai		9:00am-10:00ar			BERAO830H			\$550.00 NM
			10/17/12 10/18/12	9:35 AM M-F 9ai 9:57 AM M-F 9ai		9:00am-10:00ar 9:00am-10:00ar			BERAO830H BERAO930H			\$550.00 NM \$550.00 NM
												ψ550.00 ΝΙΝΙ
14	10/16/12 Class of Tim	10/19/12 ne - Pre-er	nptible wi		10:00am-11:00am	-TWTF		:30	3	\$450.00	NM	
	Weeks:	Start Date 10/15/12	<u>End D</u> 10/21/		Spots/Week 3	<u>Rate</u> \$450.00						
	Spots: # Ch		Air Date	Air Time Descrip	•	Start/End Time		Length A	Ad-ID			Rate Type
	1 KC	RA W 1	10/17/12	10:59 AM NBC To	oday Show II	10:00am-11:00a	am	:30 E	BERA0830H			\$450.00 NM
			10/18/12	10:29 AM NBC To	•	10:00am-11:00a			BERA0930H			\$450.00 NM
	3 KC	RA F 1	10/19/12	10:51 AM NBC To	oday Show II	10:00am-11:00a	am	:30 E	BERA0930H			\$450.00 NM
15	5 10/16/12 Class of Tim	10/19/12 ne - Pre-er	KCR	A-TV News at Noo th notice	n 11:58am-1:00pm	-TWTF		:30	2	\$650.00	NM	
	Weeks:	Start Date 10/15/12	End D		Spots/Week 2	<u>Rate</u> \$650.00						
	Spots: # Ch	Day A	Air Date	Air Time Descrip	<u>tion</u>	Start/End Time		Length A	Ad-ID			Rate Type
			10/18/12	12:43 PM KCRA-		11:58am-1:00pr			BERA0930H			\$650.00 NM
	1 KC	RAF 1	10/19/12	12:55 PM KCRA-	IV News at Noon	11:58am-1:00pr	m	:30 E	BERA0930H			\$650.00 NM
16	10/16/12 Class of Tim	10/19/12 ne - Pre-er		s of Our Lives th notice	1:01pm-2pm	-TWTF		:30	3	\$700.00	NM	
	Weeks:	Start Date			Spots/Week	Rate						
	Spots: # Ch	10/15/12 Day A	10/21/ Air Date	/12 -TWTF Air Time Descrip	3 tion	\$700.00 Start/End Time		Lenath A	74-ID			Rate Type
	. –		10/17/12	1:47 PM Days of		1:01pm-2pm	•		BERA0830H			\$700.00 NM
	2 KC	RA Th 1	10/18/12	1:42 PM Days of	Our Lives	1:01pm-2pm		:30 E	BERA0930H			\$700.00 NM
	3 KC	RA F 1	10/19/12	2:00 PM Days of	Our Lives	1:01pm-2pm		:30 E	BERA0930H			\$700.00 NM
17	' 10/16/12 Class of Tim	10/19/12 ne - Pre-ei	AND	ERSON COOPER	D.11AM TO 12PM	-TWTF		:30	3	\$450.00	NM	
		Start Date	End D	ate <u>MTWTFSS</u>	Spots/Week	Rate						
	0 , " 0	10/15/12	10/21/		3	\$450.00						5
	Spots: # Ch		<u>Air Date</u> 10/17/12	Air Time Descrip	tion ISON COOPER DAY	Start/End Time 11AM TO 12PM		Length <u>/</u> ع عص	<u>\d-ID</u> BERA0830H			Rate Type \$450.00 NM
			10/17/12		SON COOPER DAY	11AM TO 12PM			BERAU930H			\$450.00 NM
	3 KC		10/19/12		SON COOPER DAY	11AM TO 12PM			BERA0930H			\$450.00 NM
18	3 10/20/12	10/20/12		e Dame Football	VARIOUS	S-		:30	2	\$1,500.00	NM	
	Class of Tin Weeks:	ne - Pre-ei Start Date			Spots/Week	Rate						
		10/15/12	10/21/		2	\$1,500.00						
	Spots: # Ch		Air Date	Air Time Descrip		Start/End Time		Length A				Rate Type
		RA Sa 1		2:11 PM Notre D		VARIOUS VARIOUS			BERA0930H BERA0930H			\$1,500.00 NM
10	10/21/12	RA Sa 1		4:00 PM Notre D	3-330p	S		:30	1	\$75.00	NM	\$1,500.00 NM
1 18	10/41/14	10/21/12	. HUL	L 13000F	υ-υυμ	3		.50	'	φ13.00	ININI	ı



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963706-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Bera/D/Congress	CONGRESS(D) #3337	

www.kcra.com

Spots/

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type		_
	Class of Time - Immediately Pre-emptible without notice										
	Weeks:	Start Date 10/15/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$75.00						
	Spots: # Ch	Date Air Time Descrip	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate T	уре		
	1 KC	21/12 3:15 PM HOLLY	3-330p	:3	O BERA0930H			\$75.00	NM		
					Total Spots	4	15				

Payment Terms 30 Days

Gross Total \$46,125.00

Agency Commission \$6,918.75

Net Amount Due \$39,206.25