

## ORDER



**Orders**  
**Order / Rev:** 276413  
**Alt Order #:**  
**Product Desc:** COALITION TO RESTORE CALIFORNIA  
**Estimate:**  
**Flight Dates:** 02/10/20 - 03/03/20  
**Original Date / Rev:** 02/06/20 / 02/07/20  
**Order Type:** GENERAL

## KOV-TV

**Primary AE:** KOVR-TV House  
**Sales Office:** L-SAC  
**Sales Region:** Local

**Agency**  
**Name:** Applied Paradigms  
**Buying Contact:**  
**Billing Contact:**  
 1700 L St  
 Sacramento, CA 95811

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Coalition to Restore CA's Middle Clas  
**Demographic:** A25-54  
**Product Codes:** Local/State/Reg. Issue - Non Candidate  
**Revenue Code 1:** AGENCY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Advertiser External ID:** 511605  
**Agency External ID:** 103705  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/23/20	94	\$127,700.00	\$108,545.00
02/24/20	03/03/20	56	\$72,300.00	\$61,455.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	94	\$127,700.00	\$108,545.00	304.80
March 2020	56	\$72,300.00	\$61,455.00	174.90
<b>Totals</b>	<b>150</b>	<b>\$200,000.00</b>	<b>\$170,000.00</b>	<b>479.70</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KOVR-TV House	L-SAC	Local	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
N 1	KOVR	02/10/20	03/03/20	M-F Local News 430a-5a M-F Local News 430a-5a	CM	428a-5a	MTWT---	:15/:15	3	\$100.00	P50	0.30	PB	10	\$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: 02/10/20	02/16/20	MTWT---		3				\$100.00		0.30			
		Week: 02/17/20	02/23/20	MTWT---		3				\$100.00		0.30			
		Week: 02/24/20	03/01/20	MTWT---		3				\$100.00		0.30			
		Week: 03/02/20	03/08/20	MT-----		1				\$100.00		0.30			
N 2	KOVR	02/10/20	03/03/20	M-F Local News 5a-6a M-F Local News 5a-6a	CM	458a-6a	MTWT---	:15/:15	3	\$250.00	P50	0.50	PB	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		3				\$250.00		0.50			
		Week: 02/17/20	02/23/20	MTWT---		3				\$250.00		0.50			
		Week: 02/24/20	03/01/20	MTWT---		3				\$250.00		0.50			
		Week: 03/02/20	03/08/20	MT-----		1				\$250.00		0.50			
N 3	KOVR	02/10/20	03/03/20	M-F Local News 6a-7a M-F Local News 6a-7a	CM	558a-7a	MTWT---	:15/:15	3	\$500.00	P50	1.10	PB	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		3				\$500.00		1.10			
		Week: 02/17/20	02/23/20	MTWT---		3				\$500.00		1.10			
		Week: 02/24/20	03/01/20	MTWT---		3				\$500.00		1.10			
		Week: 03/02/20	03/08/20	MT-----		1				\$500.00		1.10			

Order / Rev: 276413  
 Alt Order #:  
 Flight Dates: 02/10/20 - 03/03/20

Advertiser: Coalition to Restore CA's Middle Class  
 Product Desc: COALITION TO RESTORE CALIFORNI/  
 Estimate: KQVR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KQVR	02/10/20	03/03/20	CBS This Morning CBS This Morning	CM	658a-9a	MTWT---	:15/:15	3	\$600.00	P50	1.70	PB	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		3				\$600.00		1.70			
		Week: 02/17/20	02/23/20	MTWT---		3				\$600.00		1.70			
		Week: 02/24/20	03/01/20	MTWT---		3				\$600.00		1.70			
		Week: 03/02/20	03/08/20	MT-----		1				\$600.00		1.70			
N 5	KQVR	02/16/20	03/01/20	CBS Sunday Morning CBS Sunday Morning	CM	558a-730a	-----S	:15/:15	1	\$1,000.00	P50	3.40	PB	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	-----S		1				\$1,000.00		3.40			
		Week: 02/17/20	02/23/20	-----S		1				\$1,000.00		3.40			
		Week: 02/24/20	03/01/20	-----S		1				\$1,000.00		3.40			
N 6	KQVR	02/16/20	03/01/20	Face The Nation Face The Nation	CM	728a-830a	-----S	:15/:15	2	\$1,500.00	P50	2.50	PB	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	-----S		2				\$1,500.00		2.50			
		Week: 02/17/20	02/23/20	-----S		2				\$1,500.00		2.50			
		Week: 02/24/20	03/01/20	-----S		2				\$1,500.00		2.50			
N 7	KQVR	02/10/20	03/03/20	M-F Local News 4p-5p M-F Local News 4p-5p	CM	358p-5p	MTWT---	:15/:15	4	\$1,400.00	P50	3.80	PB	13	\$18,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		4				\$1,400.00		3.80			
		Week: 02/17/20	02/23/20	MTWT---		4				\$1,400.00		3.80			
		Week: 02/24/20	03/01/20	MTWT---		4				\$1,400.00		3.80			
		Week: 03/02/20	03/08/20	MT-----		1				\$1,400.00		3.80			
N 8	KQVR	02/10/20	03/03/20	M-F Local News 5p-530p M-F Local News 5p-530p	CM	458p-530p	MTWT---	:15/:15	4	\$1,500.00	P50	4.70	PB	13	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		4				\$1,500.00		4.70			
		Week: 02/17/20	02/23/20	MTWT---		4				\$1,500.00		4.70			
		Week: 02/24/20	03/01/20	MTWT---		4				\$1,500.00		4.70			
		Week: 03/02/20	03/08/20	MT-----		1				\$1,500.00		4.70			
N 9	KQVR	02/10/20	02/27/20	CBS Evening News M-F CBS Evening News M-F	CM	528p-6p	MTWT---	:15/:15	4	\$1,800.00	P50	4.90	PB	12	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		4				\$1,800.00		4.90			
		Week: 02/17/20	02/23/20	MTWT---		4				\$1,800.00		4.90			
		Week: 02/24/20	03/01/20	MTWT---		4				\$1,800.00		4.90			
N 10	KQVR	02/10/20	03/03/20	M-F Local News 6p-630p M-F Local News 6p-630p	CM	558p-630p	MTWT---	:15/:15	4	\$800.00	P50	3.40	PB	13	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		4				\$800.00		3.40			
		Week: 02/17/20	02/23/20	MTWT---		4				\$800.00		3.40			
		Week: 02/24/20	03/01/20	MTWT---		4				\$800.00		3.40			
		Week: 03/02/20	03/08/20	MT-----		1				\$800.00		3.40			
N 11	KQVR	02/16/20	03/01/20	Early News Sa-Su Early News Sa-Su	CM	458p-530p	-----S	:15/:15	2	\$1,500.00	P50	4.60	PB	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	-----S		2				\$1,500.00		4.60			
		Week: 02/17/20	02/23/20	-----S		2				\$1,500.00		4.60			
		Week: 02/24/20	03/01/20	-----S		2				\$1,500.00		4.60			
N 12	KQVR	02/10/20	03/03/20	Late News M-F Late News M-F	CM	10p-11p	MTWT---	:15/:15	6	\$2,000.00	P50	4.60	PB	19	\$38,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	MTWT---		6				\$2,000.00		4.60			
		Week: 02/17/20	02/23/20	MTWT---		6				\$2,000.00		4.60			
		Week: 02/24/20	03/01/20	MTWT---		6				\$2,000.00		4.60			
		Week: 03/02/20	03/08/20	MT-----		1				\$2,000.00		4.60			
N 13	KQVR	02/16/20	03/01/20	Late News Sa-Su Late News Sa-Su	CM	958p-11p	-----S	:15/:15	2	\$2,000.00	P50	4.00	PB	6	\$12,000.00
		<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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Advertiser: Coalition to Restore CA's Middle Class  
 Product Desc: COALITION TO RESTORE CALIFORNI/  
 Estimate: KQVR-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 02/10/20		02/10/20	02/16/20	-----S		2				\$2,000.00		4.00			
Week: 02/17/20		02/17/20	02/23/20	-----S		2				\$2,000.00		4.00			
Week: 02/24/20		02/24/20	03/01/20	-----S		2				\$2,000.00		4.00			
N14	KQVR	02/10/20	03/03/20	Late News 11pm M-F	CM	11:00 PM-11:30 PM	MTWT---	:15/:15	4	\$1,300.00	P50	2.40	PB	13	\$16,900.00
				Late News 11pm M-F		(11:00 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 02/10/20		02/10/20	02/16/20	MTWT---		4				\$1,300.00		2.40			
Week: 02/17/20		02/17/20	02/23/20	MTWT---		4				\$1,300.00		2.40			
Week: 02/24/20		02/24/20	03/01/20	MTWT---		4				\$1,300.00		2.40			
Week: 03/02/20		03/02/20	03/08/20	MT-----		1				\$1,300.00		2.40			
N15	KQVR	02/16/20	03/01/20	Late News 11p Sa-Su	CM	11p-1130p	-----S	:15/:15	1	\$1,300.00	P50	2.50	PB	3	\$3,900.00
				Late News 11p Sa-Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 02/10/20		02/10/20	02/16/20	-----S		1				\$1,300.00		2.50			
Week: 02/17/20		02/17/20	02/23/20	-----S		1				\$1,300.00		2.50			
Week: 02/24/20		02/24/20	03/01/20	-----S		1				\$1,300.00		2.50			
N16	KQVR	02/16/20	03/01/20	Sunday Prime Hr 1	CM	558p-7p	-----S	:15/:15	1	\$8,000.00	P50	9.10	PB	3	\$24,000.00
				Sunday Prime Hr 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 02/10/20		02/10/20	02/16/20	-----S		1				\$8,000.00		9.10			
Week: 02/17/20		02/17/20	02/23/20	-----S		1				\$8,000.00		9.10			
Week: 02/24/20		02/24/20	03/01/20	-----S		1				\$8,000.00		9.10			
													Totals	150	\$200,000.00