



KUSI

ORDER

Flight Dates 05/14/12-05/27/12

Order Sep 00:05:00

Contract / Revision 53717 /

Product
TOO EXTREME FOR SD

Estimate #
Alt Order # 09710476

Original Date / Revision 04/13/12 04/13/12

Agency Com 15%

Billing Type Cash

Advertiser Political

Billing Contact

Order Type GENERAL

Advertiser Political

2056 Cotner Avenue
Los Angeles, CA 90025

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency MBMG

Sales Office M-LA

Demographic A50+

Rev Codes AGY POL ISS

Buying Contact

Sales Region NAT

Product Codes Political

2056 Cotner Avenue
Los Angeles, CA 90025

Agency Ref

Priority P-1

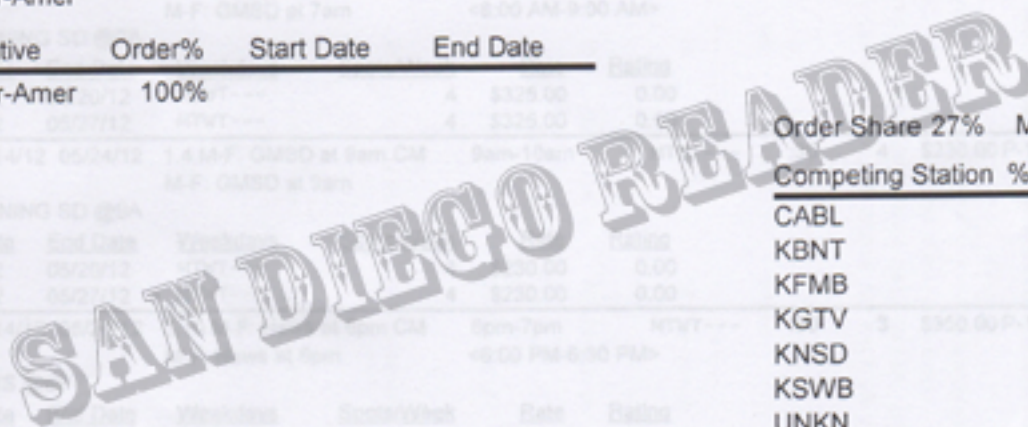
Advertiser Ref

Primary Account Executive
Michael Frazier-Amer

Account Executive Order% Start Date End Date

Michael Frazier-Amer 100%

Order Share 27% Market Value 97185



Competing Station	% of Order	Amount
CABL	%	0
KBNT	%	0
KFMB	20%	19437
KGTV	15%	14577
KNSD	33%	32071
KSWB	%	0
UNKN	%	0
XDTV	%	0
XETV	5%	4859
XUPN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	74	\$22,304.00	\$26,240.00	0.00	04/30/12	05/24/12	74	\$22,304.00	\$26,240.00
Totals	74	\$22,304.00	\$26,240.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KUSI	05/14/12	05/24/12	1.1 M-F: GMSD at 5am CM M-F: GMSD at 5am	CM	5am-6am (5:30 AM-6:00 AM)	MTWT---	:30	4	\$100.00	P-1	0.00	NM	8	\$800.00
				GOOD MORNING SD											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 05/14/12	05/20/12	MTWT---	4	\$100.00	0.00						
				Week: 05/21/12	05/27/12	MTWT---	4	\$100.00	0.00						
2	KUSI	05/14/12	05/24/12	1.2 M-F: GMSD at 6am CM M-F: GMSD at 6am	CM	6am-7am <6:00 AM-6:30 AM>	MTWT---	:30	4	\$300.00	P-1	0.00	NM	8	\$2,400.00
				GOOD MORNING SD @6											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 05/14/12	05/20/12	MTWT---	4	\$300.00	0.00						
				Week: 05/21/12	05/27/12	MTWT---	4	\$300.00	0.00						
3	KUSI	05/14/12	05/24/12	CM	CM	6am-7am	MTWT---	:30	4	\$325.00	P-1	0.00	NM	8	\$2,600.00