CONTRACT



Midwest Television, Inc. 7677 Engineer Road San Diego, CA 92111 (858)571-8888

www.kfmb.com

And:

Cerasoli Stafford c/o Z Zone 731 South Coast Highway 101 Suite 2F Solana Beach, CA 92075

	Contract / Re	vision		Alt Order #	<u>ŧ</u>
	78893	1			
<u>Product</u>					
Special Election					
Contract Dates	Estimate #				
01/06/14 - 02/10/14	2000				
Advertiser	•		Or	ginal Date	/ Revision
Faulconer for Mayor			1	2/20/13	/ 12/20/13
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	KFMB	Jan Gr	oss		Los Angeles
	Special Hand	ling			•
	Cash in Adva	nce			
	Demographic				
	Adults 18+	_			
	IDB#	Advert	ser	Code	Product Code
	Agency Ref	l		Advertiser	l Ref

N 1 8 01/13/14 01/26/14 M-F 6-7a 6-7am MTWTF :30 2 \$85.00 0.00 NM 6 \$1,050.00 N 4 \$0.1/13/14 01/26/14 M-F 6-7a 6-7am MTWTF :30 3 \$175.00 0.00 NM 6 \$1,050.00 N 4 \$0.1/13/14 01/26/14 M-F 7-9A 7-9am MTWTF :30 2 \$175.00 0.00 NM 4 \$700.00 N 4 \$0.1/13/14 01/26/14 M-F 7-9A 7-9am MTWTF :30 2 \$300.00 0.00 NM 4 \$700.00 N 4 \$0.1/13/14 01/26/14 M-F 5-6pm News/1 Hour 5-6p MTWTF :30 2 \$500.00 0.00 NM 4 \$1,200.00 N 6 \$0.1/13/14 01/26/14 M-F 5-6pm News/1 Hour 5-6p MTWTF :30 2 \$500.00 0.00 NM 4 \$2,000.00 N 7 8 0.1/13/14 01/26/14 M-F 630-7p 6:30-7pm MTWTF :30 2 \$500.00 0.00 NM 6 \$3,600.00 N 7 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 5 \$2,500.00 NM 5 \$2,500.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 7 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 7 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 7 \$3,600.00 NM 7 8 8 0.1/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 7 \$3,500.00 NM 7 \$3,500.	*Line	Ch	Stort Do	to End Dat	la Dosarintiar	,	Start/End Time	Days		Spots/		Dła Tyna	Snote	Amount
N 2 8					<u>.</u>									
N 3 8 01/13/14 01/26/14 M-F 7-9A 7-9am MTWTF :30 2 \$175.00 0.00 NM 4 \$700.00 N 4 8 01/13/14 01/26/14 Dr. Phil 3-4p M-F 3-4pm MTWTF :30 2 \$300.00 0.00 NM 4 \$1,200.00 N 5 8 01/13/14 01/26/14 M-F 5-6pm News/1 Hour 5-6p MTWTF :30 2 \$500.00 0.00 NM 4 \$2,000.00 N 6 8 01/13/14 01/26/14 M-F 630-7p 6:30-7pm MTWTF :30 3 \$600.00 0.00 NM 6 \$3,600.00 N 7 8 01/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 2 \$350.00 0.00 NM 5 \$2,500.00 NM 5 \$2,500.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 7 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 2 \$350.00 0.00 NM 5 \$2,500.00 NM 7 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 NM 5 \$2,500.00 NM 7 8 01/13/14 01/14/14 Tues Prime 8-9pm -T :30 1 \$3,500.00 0.00 NM 1 \$3,500.00 NM 1 \$3,500.0	<u> </u>					<u> </u>					-			
N 4 8 01/13/14 01/26/14 Dr. Phil 3-4p M-F 3-4pm MTWTF :30 2 \$300.00 0.00 NM 4 \$1,200.00 N	N 2	8	01/13/14	01/26/14	M-F 6-7a		6-7am	MTWTF	:30	3	\$175.00	0.00 NM	6	\$1,050.00
N 5 8 01/13/14 01/26/14 M-F 5-6pm News/1 Hour 5-6p MTWTF :30 2 \$500.00 0.00 NM 4 \$2,000.00 N 6 8 01/13/14 01/26/14 M-F 630-7p 6:30-7pm MTWTF :30 3 \$600.00 0.00 NM 6 \$3,600.00 N 7 8 01/13/14 01/26/14 M-F 7-730pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm	N 3	8	01/13/14	01/26/14	M-F 7-9A		7-9am	MTWTF	:30	2	\$175.00	0.00 NM	4	\$700.00
N 6 8 01/13/14 01/26/14 M-F 630-7p 6:30-7pm MTWTF :30 3 \$600.00 0.00 NM 6 \$3,600.00 N 7 8 01/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 NM 5 \$2,500.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 6 \$3,600.00 NM 7 N 10 8 01/20/14 01/26/14 MTWTFSS 2 \$500.00 0.00 NM 1 \$1,750.00 NM 1 \$2,500.00 NM 1 \$3,40.00 N	N 4	8	01/13/14	01/26/14	Dr. Phil 3-4	р	M-F 3-4pm	MTWTF	:30	2	\$300.00	0.00 NM	4	\$1,200.00
N 7 8 01/13/14 01/26/14 M-F 7-730p 7-7:30pm MTWTF :30 2 \$350.00 0.00 NM 4 \$1,400.00 N 8 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 NM 5 \$2,500.00 NM 6 \$3,500.00 NM 10 8 01/22/14 01/26/14 MTWTFSS 2 \$500.00 0.00 NM 10 8 01/22/14 01/26/14 MTWTFSS 2 \$500.00 0.00 NM 10 8 01/22/14 01/26/14 MTWTFSS 2 \$500.00 0.00 NM 10 8 01/22/14 01/26/14 NCAP Frime 10-11pmW :30 1 \$1,750.00 0.00 NM 1 \$1,750.00 NM 12 8 01/16/14 01/16/14 Thurs Prime 10-11pmT :30 1 \$2,500.00 0.00 NM 1 \$2,500.00 NM 1 \$340.00 NM 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00 NM 6 \$3,300.00 NM 6 \$3,300.00 NM 8 NM 8 01/26/14 01/26/14SS 2 \$550.00 0.00 NM 14 8 01/06/14 01/26/14SS 2 \$550.00 0.00 NM 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00 NM 2 \$1,000.00 NM 2 \$1,000.00 NM 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00	N 5	8	01/13/14	01/26/14	M-F 5-6pm /	News/1 Hour	5-6p	MTWTF	:30	2	\$500.00	0.00 NM	4	\$2,000.00
N 8 8 01/13/14 01/26/14 M-Sun 11-1135P 11-11:35pm :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Rating 0.00	N 6	8	01/13/14	01/26/14	M-F 630-7p		6:30-7pm	MTWTF	:30	3	\$600.00	0.00 NM	6	\$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating 01/13/14 01/19/14 MTWTFSS 3 \$500.00 0.00 0.00	N 7	8	01/13/14	01/26/14	M-F 7-730p		7-7:30pm	MTWTF	:30	2	\$350.00	0.00 NM	4	\$1,400.00
Week: 01/13/14 01/19/14 MTWTFSS 3 \$500.00 0.00 N 9 8 01/20/14 01/26/14 Tues Prime 8-9pm -T :30 1 \$3,500.00 0.00 NM 1 \$1,750.00 0.00 NM 1 \$2,500.00 0.00 NM 1 \$2,500.00 0.00 NM 1 \$2,500.00 0.00 NM 1 \$2,500.00 0.00 NM 1 \$3,40.00 0.00 NM 1 \$3,40.00 0.00 NM 1 \$3,300.00 NM 6 \$3,300.00 NM 6 \$3,300.00 NM 6 \$3,300.00 NM 0 \$3,300.00 NM	N 8						•	Rating	:30			MM	5	\$2,500.00
N 9 8 01/14/14 01/14/14 Tues Prime 8-9pm -T :30 1 \$3,500.00 0.00 NM 1 \$3,500.00 N 10 8 01/22/14 01/22/14 Wed Prime 10-11pmW :30 1 \$1,750.00 0.00 NM 1 \$1,750.00 N 11 8 01/16/14 01/16/14 Thurs Prime 10-11pmT :30 1 \$2,500.00 0.00 NM 1 \$2,500.00 N 12 8 01/11/14 01/11/14 Sat 630-7p Sat 630-7pmS- :30 1 \$340.00 0.00 NM 1 \$340.00 N 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00 NM 1 \$340.00 NM 1 \$340.	Wee													
N 10 8 01/22/14 01/22/14 Wed Prime 10-11pmW :30 1 \$1,750.00 0.00 NM 1 \$1,750.00 N 11 8 01/16/14 01/16/14 Thurs Prime 10-11pmT :30 1 \$2,500.00 0.00 NM 1 \$2,500.00 N 12 8 01/11/14 01/11/14 Sat 630-7p Sat 630-7pmS- :30 1 \$340.00 0.00 NM 1 \$340.00 N 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00	Wee	k: 01/2	0/14 0	1/26/14	MTWTFSS	2	\$500.00	0.00						
N 11 8 01/16/14 01/16/14 Thurs Prime 10-11pmT :30 1 \$2,500.00 0.00 NM 1 \$2,500.00 N 12 8 01/11/14 01/11/14 Sat 630-7p Sat 630-7pmS- :30 1 \$340.00 0.00 NM 1 \$340.00 N 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00	N 9	8	01/14/14	01/14/14	Tues Prime		8-9pm	-T	:30	1	\$3,500.00	0.00 NM	1	\$3,500.00
N 12 8 01/11/14 01/11/14 Sat 630-7p Sat 630-7pmS- :30 1 \$340.00 0.00 NM 1 \$340.00 N 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00	N 10	8	01/22/14	01/22/14	Wed Prime		10-11pm	W	:30	1	\$1,750.00	0.00 NM	1	\$1,750.00
N 13 8 01/11/14 01/26/14 NCAA Reg Season Basketba9a-330p :30 NM 6 \$3,300.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 01/06/14 01/12/14SS 2 \$550.00 0.00 Week: 01/13/14 01/19/14SS 2 \$550.00 0.00 Week: 01/20/14 01/26/14SS 2 \$550.00 0.00 N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00	N 11	8	01/16/14	01/16/14	Thurs Prime		10-11pm	T	:30	1	\$2,500.00	0.00 NM	1	\$2,500.00
Start Date Week: End Date 01/106/14 Weekdays 01/106/14 Spots/Week Pate No.00 Rate Rating 0.00 Week: 01/106/14 01/12/14 SS 2 \$550.00 0.00 Week: 01/20/14 01/26/14 SS 2 \$550.00 0.00 N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00	N 12	8	01/11/14	01/11/14	Sat 630-7p		Sat 630-7pm	S-	:30	1	\$340.00	0.00 NM	1	\$340.00
Week: 01/06/14 01/12/14 SS 2 \$550.00 0.00 Week: 01/13/14 01/19/14 SS 2 \$550.00 0.00 Week: 01/20/14 01/26/14 SS 2 \$550.00 0.00 N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00	N 13	8	01/11/14	01/26/14	NCAA Reg S	Season Baskett	a9a-330p		:30			NM	6	\$3,300.00
Week: 01/13/14 01/19/14SS 2 \$550.00 0.00 Week: 01/20/14 01/26/14SS 2 \$550.00 0.00 N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00														
Week: 01/20/14 01/26/14 SS 2 \$550.00 0.00 N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00														
N 14 8 01/06/14 01/26/14 CBS Sun Morn 7-830am :30 NM 2 \$1,000.00							•							
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Start Date End Date Weekdays Spots/Week Rate Rating ■	N 14			•					:30			NM	2	\$1,000.00
	18/				<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 01/06/14 01/12/14S 1 \$500.00 0.00 Week: 01/13/14 01/19/14 0 \$0.00 0.00					5	1	•							
Week: 01/20/14 01/26/14S 1 \$500.00 0.00						1	• • • • • •							
N 15 8 01/19/14 01/19/14 Face the Nation-Sunday 8-9a5 :30 1 \$260.00 0.00 NM 1 \$260.00						lion-Sunday	·		·30	1	\$260.00	0.00 NM	1	\$260.00
						ounouy				•	V200.00			
N 16 8 01/06/14 01/26/14 NFL Today Various/See Schec :30 NM 2 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Rating	14 10	-			,	Snots/Week			.50			IAIAI	2	φ1,500.00
Week: 01/06/14 01/12/14S 1 \$750.00 0.00	Wee				············									

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nondiscrimination Policy: Station does not discriminate in advertising contracts on the basis of race or ethnicity and will not accept any advertising which is intended to discriminate on the basis of race of ethnicity. Advertiser and Agency both represent and warrant that they are not purchasing time from the Station for the purpose of placing advertising that is intended to discriminate on the basis of race or ethnicity. Any provision in any agreement entered into with Advertiser or Agency whose intent is to discriminate in such manner shall be null and void.



Midwest Television, Inc. 7677 Engineer Road San Diego, CA 92111 (858)571-8888

www.kfmb.com

	Contract / Revision 78893 /	Alt Order #
Contract Dates	Product	Estimate #
01/06/14 - 02/10/14	Special Election	2000
Advertiser	<u>C</u>	Original Date / Revision
Faulconer for Mayor		12/20/13 / 12/20/13

*Line Ch Start Date End Date Description	Start/End Time	Days	Length \	Spots Veek		Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Rating	Longin					
Week: 01/13/14 01/19/14 0	\$0.00	0.00					1	
Week: 01/20/14 01/26/14S 1	\$750.00	0.00					l	
N 17 8 01/19/14 01/19/14 Sun 5-6pm News	Sun 5-6pm	S	:30	1	\$500.00	0.00 NM	1	\$500.00
N 18 8 01/06/14 01/26/14 Sun 630-7pm News	Sun 630-7pn		:30			NM	2	\$1,300.00
Start Date End Date Weekdays Spots/Week Week: 01/06/14 01/12/14	<u>Rate</u> \$650.00	Rating 0.00					İ	
Week: 01/06/14 01/12/145 1 Week: 01/13/14 01/19/14 0	\$0.00	0.00						
Week: 01/20/14 01/26/14S 1	\$650.00	0.00						
N 19 8 01/12/14 01/12/14 Sun Prime	7-8pm	S	:30	1	\$4,000.00	0.00 NM	1	\$4,000.00
N 20 8 01/26/14 01/26/14 1/26: Grammy Awards	8-1130pm	S	:30	1	\$12,500.00	0.00 NM	1	\$12,500.00
N 21 8 01/08/14 01/10/14 5-6am News	5-6a	WTF	:30	2	\$85.00	0.00 NM	2	\$170.00
N 22 8 01/08/14 01/10/14 M-F 6-7a	6-7am	WTF	:30	3	\$175.00	0.00 NM	3	\$525.00
N 23 8 01/08/14 01/10/14 M-F 7-9A	7-9am	WTF	:30	2	\$175.00	0.00 NM	2	\$350.00
N 24 8 01/08/14 01/10/14 Dr. Phil 3-4p	M-F 3-4pm	WTF	:30	2	\$300.00	0.00 NM	. 2	\$600.00
N 25 8 01/08/14 01/10/14 M-F 5-6pm News/1 Hour	5-6p	WTF	:30	2	\$500.00	0.00 NM	2	\$1,000.00
N 26 8 01/08/14 01/10/14 CBS Evening News M-Su 6	3-66-630p	W-F	:30	1	\$1,500.00	0.00 NM	1	\$1,500.00
N 27 8 01/08/14 01/10/14 M-F 630-7p	6:30-7pm	WTF	:30	2	\$600.00	0.00 NM	2	\$1,200.00
N 28 8 01/08/14 01/10/14 M-F 7-730p	7-7:30pm	WTF	:30	2	\$350.00	0.00 NM	2	\$700.00
N 29 8 01/08/14 01/10/14 M-F 1135p-1237x	11:35pm-123	37xmWTF	:30	1	\$150.00	0.00 NM	1	\$150.00
N 30 8 01/08/14 01/12/14 M-Sun 11-1135P	11-11:35pm	WTFSS	:30	3	\$500.00	0.00 NM	3	\$1,500.00
				Tot	als	0.00	77	\$52,935.00

Time Period	# of Spots	Gross Amount	Net Amount
12/30/13 -01/26/14	77	\$52,935.00	\$44,994.75
Totals	77	\$52,935.00	\$44,994.75

Signature:	Date:	
9		



Media: Client:

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Kevin Faulconer for Mayor

Estimate:

2000

Market: Product:

San Diego Special Election

ORDER CONFIRMATION

Revision #:

Send Billing To: CerasoliStafford c/o Z ZONE

731 So. Highway 101

Date: 12/19/2013

Vendor: KFMB-TV Owner: MIDWEST TELEVISION

Description: Kevin Faulconer for Mayor TV & Cable

7677 Engineer Rd.

Contact: Adam Weyne San Diego, CA 92111

Phone: 858-495-9332

Fax:

858-434-0406

Solana Beach, CA 92075

Phone: 858-259-2200

Suite 2F

Fax: 858-569-4203

Buyer: Shelly Gray

Separation between spots: Primary Demo: Adults 35+

8

Estimate Comments: Schedule starts 1/8/14

Flight End Date: 2/10/2014 Flight Start Date: 1/6/2014 05:00 AM

04:59 AM

E-Mail:

Affiliation: CBS-8

Da Pro	Daypart Program	STN Gross	STN Net	Dur	Wks	1/13	1/20	Total Adults Spots 35+ Rtg	Adul 35+	+
KFMB-TV	WTuWThF 5:00a- 6:00a	\$85.00	\$72.25	မ		N	~	4		0.5
CB	CBS NEWS 8 @5A<									
Feb	Feb-2013L3									
MTN	MTuWThF 6:00a- 7:00a	\$175.00	\$148.75	30	0	ω	ω	Ø		0.9
CB	CBS NEWS 8 @6A<									
Feb	Feb-2013L3									
MT	MTuWThF 7:00a- 9:00a	\$175.00	\$148.75	30	0	N	N	4		1.1
CB	CBS THS MRNG-2<									
Feb	Feb-2013L3									
MT	MTuWThF 3:00p- 4:00p	\$300,00	\$300.00 , \$255.00	30	0	N	И	4		1.8
DR	DR. PHIL									
Fet	Feb-2013L3									
MT	MTuWThF 5:00p-6:00p	\$500.00	\$425.00	30	0	N	N	4		3.2
NE	NEWS 8 AT 5PM									
Fet	Feb-2013L3									
MT	MTuWThF 6:30p- 7:00p	\$600.00	\$510.00	30	0	ω	ω	O		4.1
NE	NEWS 8 AT 630P<									
Fet	Feb-2013L3									
MT	MTuWThF 7:00p- 7:30p	\$350.00	\$297.50	30	0	N	N	4		2.3
ΕN	ENT TONIGHT 30									
Fet	Feb-2013L3									
МТ	MTuWThFSaSu 11:00p-	\$500.00	\$425.00	30	0	ω	2	ഗ		2.7
Nn 11	11:30p NEWS 8 AT 11PM									
Fel	Feb-2013L3									



Media: Client:

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Kevin Faulconer for Mayor

Estimate:

2000

Market: Product:

San Diego Special Election

Flight Start Date: 1/6/2014 Flight End Date: 2/10/2014

05:00 AM 04:59 AM

Separation between spots: Primary Demo: Adults 35+

30

Buyer:

Shelly Gray

ORDER CONFIRMATION

Revision #:

Send Billing To: CerasoliStafford c/o Z ZONE

731 So. Highway 101

Suite 2F

Solana Beach, CA 92075 Phone: 858-259-2200

858-434-0406

Date: 12/19/2013

Vendor: KFMB-TV Owner: MIDWEST TELEVISION

Description: Kevin Faulconer for Mayor TV & Cable 7677 Engineer Rd.

San Diego, CA 92111

Contact: Adam Weyne

Phone: 858-495-9332

E-Mail:

Fax: 858-569-4203

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

							THE CONTRACT OF THE CONTRACT O	 	tulte
	Daypart Program	STN Gross	STN Net	Dur	Wks	1/13	1/20	Spots Sty	ęg ,
KFMB-TV	Tu 8:00p- 9:00p	\$3,500.00	\$2,975.00	30	0	_	0	- -	9.9
	NCIS-CBS Feb-2013L3								
	W 10:00p-11:00p	\$1,750.00 \$1,487.50	\$1,487.50	30	0	0			6,9
	CSI-CBS								
	Feb-2013L3								
	Th 10:00p-11:00p	\$2,500.00 \$2,125.00	\$2,125.00	30	0	_	0	-3	8.2
	Feb-2013L3								
	Sa 6:30p-7:00p	\$340.00	\$289,00	30	_	0	0	_	4.3
	NEWS 8 AT 630P Feb-2013L3								
	SaSu 9:00a- 3:30p	\$550.00	\$467,50	30	2	8	2	တ	1.7
	NCAA BASKETBALL REG SEASON	Z							
	Feb-2013L3								
	Su 7:00a-8:30a	\$500.00	\$425,00	30	_	0	-3	2	4.1
	SUNDAY MRN-CBS								
	Feb-2013L3								
	Su 8:00a- 9:00a	\$260.00	\$221.00	30	0	_	0	خند	3.4
	SUNDAY MRN-CBS/FACE NATN-CBS	SBS							
- • •	Feb-2013L3							•	
.•.	Su 1:00p-2:00p	\$750.00	\$637.50	30		0		2	6.0
	SP EST								
	Su 5:00p-6:00p	\$500.00	\$425,00	30	0	_	0	_	4.9



Client:

Kevin Faulconer for Mayor

Estimate:

2000

ORDER CONFIRMATION

Revision #:

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Solana Beach, CA 92075

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731 So. Highway 101

Date: 12/19/2013

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Vendor: KFMB-TV

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San Diego, CA 92111

Contact: Adam Weyne E-Mail:

Phone: 858-495-9332

Fax: 858-569-4203

Affiliation: CBS-8

Primary Demo: Adults 35+ Separation between spots:

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Buyer:

Shelly Gray

Flight Start Date: 1/6/2014 Flight End Date: 2/10/2014

05:00 AM 04:59 AM

Media: Product: Market:

Special Election San Diego

Estimate Comments: Schedule starts 1/8/14

Feb-2013L3 WThF 5:00p-6:00p NEWS 8 AT 5PM	Feb-2013L3 WThF 3:00p- 4:00p DR. PHIL	Feb-2013L3 WThF 7:00a- 9:00a CBS THS MRNG-2<	Feb-2013L3 WThF 6:00a- 7:00a AVG, ALL WKS<	SP EST WThF 5:00a- 6:00a AVG. ALL WKS<	Feb-2013L3 Su 8:00p-11:30p GRAMMY AWARDS	Feb-2013L3 Su 7:00p-8:00p 60 MINUTES-CBS	KFMB-TV NEWS 8 AT 5PM Feb-2013L3 Su 6:30p-7:00p NEWS 8 AT 630P	Daypart Program
\$500.00 \$425.00	\$300.00 \$255.00	\$175.00 \$148.75	\$175.00 \$148.75	\$85.00 \$72.25	\$12,500.00 \$10,625.00	\$4,000.00 \$3,400.00	\$650.00 \$552.50	STN Gross STN Net
30	30	30	30	30	30	30	30	Wks Dur 1/6
N	N	N	ω	N	0	-4	→	1
0	0	0	0	0	0	0	0	1/13 1/20
N	N	и	ω	N		_	N	Total Spots
3.2	1.8	1.1	0.9	0.5	22.2	12.9	6.7	Adults 35+ Rtg



Media: Client

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Kevin Faulconer for Mayor

Estimate:

2000

Market: Product:

San Diego

Special Election

Separation between spots:

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Buyer:

Shelly Gray

Flight End Date: 2/10/2014 Flight Start Date: 1/6/2014

04:59 AM 05:00 AM

Primary Demo: Adults 35+

ORDER CONFIRMATION

Revision #:

Send Billing To: CerasoliStafford c/o Z ZONE

731 So. Highway 101

Suite 2F

Date: 12/19/2013

Vendor: KFMB-TV Owner: MIDWEST TELEVISION

Description: Kevin Faulconer for Mayor TV & Cable

7677 Engineer Rd.

Contact: Adam Weyne San Diego, CA 92111

Phone: 858-495-9332

E-Mail:

Fax:

858-434-0406

Phone: 858-259-2200 Solana Beach, CA 92075

Affiliation: CBS-8 Fax: 858-569-4203

Estimate Comments: Schedule starts 1/8/14

Total Cost:			Feb-2013L3	WThFSaSu 11:00p-11:30p NEWS 8 AT 11PM	Feb-2013L3	D LETTRMAN-CBS	WThF 11:30p-12:30a	Feb-2013L3	ENT TONIGHT 30	WThF 7:00p- 7:30p	Feb-2013L3	NEWS 8 AT 630P	WThF 6:30p- 7:00p	Feb-2013L3	CBS EVE NWS	WThF 6:00p-6:30p	Feb-2013L3	KFMB-TV	Daypart Program	
\$52,935.00	Total Wk	- 1		\$500.00			\$150.00			\$350.00			\$600.00			\$1,500.00			STN Gross	
\$44	Total Wks Cost(STN Gross): \$15,035.00 \$14,5	Total Spots: Total GRP/GIMP(Mil):		\$425.00		,	\$127,50			\$297.50			\$510.00			\$1,500.00 \$1,275.00			STN Net	
\$44,994.75	Gross):	Total Spots: P/GIMP(Mil):		30		;	ဗ			30			30			30			Dur	
	\$15,035. \$1	27 25 25 80.2 70.7 87.5		ω			_			2			2			_			Wks 1/6 1/13 1/20	
€	35.00 \$14,505.00	25 25 70.7 87.5		0			0			0			0			0			1/13	
\$23,395.00				0			0			0			0			0				
77		77		ω			_			2			10			-			Total Adults Spots 35+ Rtg	
		238.4		2.7		:	<u>.</u>			2.3			4.1			4.9			Adults 35+ Rtg	



Media: Client

Z

Kevin Faulconer for Mayor

Estimate:

2000

Market: Product:

San Diego Special Election

Separation between spots: Primary Demo: Adults 35+

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Buyer:

Shelly Gray

Flight End Date: 2/10/2014 Flight Start Date: 1/6/2014

ORDER CONFIRMATION

Revision #:

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731 So. Highway 101

Suite 2F

Date: 12/19/2013

Owner: MIDWEST TELEVISION

Vendor: KFMB-TV

Description: Kevin Faulconer for Mayor TV & Cable 7677 Engineer Rd.

04:59 AM 05:00 AM San Diego, CA 92111

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858-434-0406

Phone: 858-259-2200 Solana Beach, CA 92075

Fax: 858-569-4203

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Station Monthly Summary

KFMB-TV

Daypart Program

STN Gross

STN Net

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1/6

1/13 1/20

Total Spots

R tg Adults 35+

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Total Cost: JAN 14 \$52,935.00 \$52,935.00 \$44,994.75 \$44,994.75

Signature:

Disclaimer:

ALL MAKEGOODS MUST BE PRE-APPROVED IN ADVANCE OF AIRING FOR PAYMENT. Minimum 30-minute separation mandatory for payment. Please reference Zzone estimate number on all correspondence. ELECTRONIC BILLING IS REQUESTED FOR ALL ORDERS. FMB-TY - TRAFFIC MGR.

Page: 10



Political Inquiry Form

Name of Candidate: Revin Faulcower Political Affiliation: Rep Election Date: 2-1/-14 Type of Election: Special Election City, Station, Municipality: Office Sought: Mayor Inquiry made by: Shelley Grand Agency/ Organization: Cernsoli Stateora Address: 73/ So Const Huy 10/ Suite 2F Soland Bench la 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Felephone: Fax: E-mail: Committee Members/ Chairperson: Freasurer: Other: Commercial Length: 30 :60 Other:	Account Executive: Date: 12-20-13
Political Attrilation: Rep. Election Date: 2-1-14 Type of Election: Spean 1 Election City, Station, Municipality: Office Sought: Mayor Inquiry made by: Shelley Grand Address: 731 So Const How 101 Surie 2F Soland Bench a 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Telephone: Fax: E-mail: Committee Members/ Chairperson: Treasurer: Other: Commercial Length: 30 :60 Other:	Name of Candidate: Kevin/ Koulagaler
Inquiry made by: SHelley GRAN/ Agency/ Organization: CeRASOLI STAFFORD Address: 731 SO Const Hwy 101 Suite 2F SULANA BEACH CA 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Felephone: Fax: E-mail: Committee Members/ Chairperson: Treasurer: Other: Commercial Length: :30 :60 Other:	Political Affiliation: Rep.
Inquiry made by: SHelley GRAN/ Agency/ Organization: CeRASOLI STAFFORD Address: 731 SO Const Hwy 101 Suite 2F SULANA BEACH CA 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Felephone: Fax: E-mail: Committee Members/ Chairperson: Treasurer: Other: Commercial Length: :30 :60 Other:	Election Date: 2-11-14 Type of Election: Special Election
Inquiry made by: SHelley GRAM Agency/ Organization: CeRASOL STAFFORD Address: 731 SO Coast Huy IVI SUITE 2F SULANA BEACH ON 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Telephone: Fax: E-mail: Committee Members/ Chairperson: Greasurer: Other: Commercial Length: :30 :60 Other:	City, Station, Municipality:
Inquiry made by: Shelley GRAM Agency/ Organization: Cernsoli Stafered Address: 73/ Soland Bench Ca 92025 Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: Telephone: Fax: E-mail: Committee Members/ Chairperson: Treasurer: Other: Commercial Length: :30 :60 Other:	Office Sought: MAYOR
Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: E-mail: E-mail: Committee Members/ Chairperson: Other: Commercial Length: :30	
Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: E-mail: E-mail: Committee Members/ Chairperson: Other: Commercial Length: :30	
Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: E-mail: E-mail: Committee Members/ Chairperson: Other: Commercial Length: :30	Inquiry made by: Shelley GRAN
Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: E-mail: E-mail: Committee Members/ Chairperson: Other: Commercial Length: :30	Agency/Organization: Cerasoli StarforA
Telephone: Fax: E-mail: Sponsoring Group/ Committee: Address: E-mail: E-mail: Committee Members/ Chairperson: Other: Commercial Length: :30	Address: 731 SO Coast Hur 101 Suite OF
Telephone: Fax: E-mail:	SULANA BEACH LA 92025
Sponsoring Group/ Committee: Address: Telephone: Fax: E-mail: Committee Members/ Chairperson: Treasurer: Commercial Length: :30 Other: Programs/ Dayparts Requested:	
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	Programs/ Dayparts Requested:
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Station Offer:	
	Station Offer:
Station Political Disclosure Statement:	Station Political Disclosure Statement:
	Submitted to: Date:
Stations Requested:	Stations Paguastad
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