

ORDER



Orders
Order / Rev: 309602
 Alt Order #:
Product Desc: Allen West for Congress
Estimate: Order # 59 w/o 9/3
Flight Dates: 09/03/12 - 09/04/12
Original Date / Rev: 08/29/12 / 09/10/12
Order Type: GENERAL

WPTV
Primary AE: Marta Salazar-Perren
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW - Suite 200
 Washington, DC 20007

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

Advertiser Name: West / Republican / Congress
Demographic: A25-54
Product Codes: PL Federal Candidate
Priority: P-1
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID: 2

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	58	\$34,530.00	\$29,350.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$34,530.00	\$29,350.50	0.00
Totals	58	\$34,530.00	\$29,350.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marta Salazar-Perren			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WPTV	46%	\$34,530.00
Market	100%	\$75,065.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	54%	\$40,535.22
WFGC	0%	\$0.00
WFLX	0%	\$0.00
WPBF	0%	\$0.00
WPEC	0%	\$0.00
WPPB	0%	\$0.00
WPXP	0%	\$0.00
WTCE	0%	\$0.00
WTCN	0%	\$0.00
WTVX	0%	\$0.00
WXEL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPTV	09/03/12	09/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	11-----		2		\$1,200.00		0.00					
E 2	WPTV	09/03/12	09/04/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WPTV	09/03/12	09/04/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11-----	:30	2	\$250.00	P-2	0.00	NM	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:	09/03/12	09/09/12	11-----		2				\$250.00		0.00			
E 3	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	11-----		2				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	22	WPTV	09/03/12-09/09/12	M-F 530-6p		530-6p		MT-----		:30	(\$850.00)	0.00	NM		
	Credited flt over														
E 4	WPTV	09/03/12	09/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	11-----		2				\$1,200.00		0.00			
E 6	WPTV	09/03/12	09/03/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	1-----		1				\$950.00		0.00			
E 7	WPTV	09/03/12	09/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	11-----		2				\$350.00		0.00			
E 9	WPTV	09/04/12	09/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-1-----		1				\$800.00		0.00			
E 10	WPTV	09/03/12	09/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	11-----		2				\$950.00		0.00			
E 12	WPTV	09/03/12	09/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	1-----		1				\$2,000.00		0.00			
E 13	WPTV	09/03/12	09/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$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:	09/03/12	09/09/12	11-----		2				\$500.00		0.00			
E 14	WPTV	09/03/12	09/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$250.00	P-2	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:	09/03/12	09/09/12	11-----		2				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	WPTV	09/03/12-09/09/12	M-F 1-2p		1-2p		MT-----		:30	(\$250.00)	0.00	NM		
	Credited flt over														
E 15	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$250.00	P-2	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:	09/03/12	09/09/12	11-----		2				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	WPTV	09/03/12-09/09/12	M-F 2-3p		2-3p		MT-----		:30	(\$250.00)	0.00	NM		
	Credited flt over														
E 16	WPTV	09/03/12	09/04/12	M-F 5-6a M-F 5-6a	CM	5-6a	22-----	:30	4	\$250.00	P-1	0.00	NM	4	\$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:	09/03/12	09/09/12	22-----		4				\$250.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WPTV	09/03/12	09/04/12	M-F 5-6a M-F 5-6a	CM	5-6a	22-----	:30	4	\$250.00	P-1	0.00	NM	4	\$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: 09/03/12	09/09/12	22-----		4				\$250.00		0.00			
E 18	WPTV	09/03/12	09/04/12	M-F 430-5a M-F 430-5a	CM	430-5a	21-----	:30	3	\$60.00	P-1	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	21-----		3				\$60.00		0.00			
E 19	WPTV	09/03/12	09/04/12	M-F 6-7a M-F 6-7a	CM	6-7a	22-----	:30	4	\$725.00	P-1	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	22-----		4				\$725.00		0.00			
E 21	WPTV	09/03/12	09/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$750.00	P-1	0.00	NM	4	\$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: 09/03/12	09/09/12	22-----		4				\$750.00		0.00			
E 23	WPTV	09/03/12	09/04/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
E 25	WPTV	09/03/12	09/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 5-530p		5-530p		MT-----		:30	(\$650.00)	0.00	NM		
				Credited flt over											
E 27	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 530-6p		530-6p		MT-----		:30	(\$650.00)	0.00	NM		
				Credited flt over											
E 28	WPTV	09/03/12	09/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$900.00		0.00			
E 29	WPTV	09/04/12	09/04/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$1,500.00		0.00			
E 31	WPTV	09/03/12	09/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$725.00		0.00			
E 33	WPTV	09/03/12	09/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$400.00		0.00			
E 35	WPTV	09/03/12	09/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$325.00		0.00			
E 37	WPTV	09/03/12	09/04/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$250.00	P-1	0.00	NM	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: 09/03/12	09/09/12	11-----		2				\$250.00		0.00			

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E 37	WPTV	09/03/12	09/04/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$250.00	P-1	0.00	NM	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: 09/03/12	09/09/12	11-----		2				\$250.00		0.00			
E 39	WPTV	09/03/12	09/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$200.00	P-1	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: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 1-2p		1-2p		MT-----		:30	(\$200.00)	0.00	NM		
		Credited flt over													
E 41	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$200.00	P-1	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: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 2-3p		2-3p		MT-----		:30	(\$200.00)	0.00	NM		
		Credited flt over													
E 43	WPTV	09/03/12	09/04/12	M-F 3p-4p M-F 3p-4p	CM	3-4p	11-----	:30	2	\$200.00	P-1	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: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 3p-4p		3-4p		MT-----		:30	(\$200.00)	0.00	NM		
		Credited flt over													
E 45	WPTV	09/03/12	09/04/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	09/03/12-09/09/12	M-F 4p-5p		4-5p		MT-----		:30	(\$450.00)	0.00	NM		
		Credited flt over													
E 47	WPTV	09/04/12	09/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	-T-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$650.00		0.00			
E 49	WPTV	09/03/12	09/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$650.00		0.00			
E 51	WPTV	09/03/12	09/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$275.00		0.00			
E 52	WPTV	09/03/12	09/03/12	NBC Monday Prime NBC Monday Prime	CM	8-11p (9:00 PM-11:00 PM)	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$1,500.00		0.00			
													Totals	58	\$34,530.00