

ORDER



Orders
Order / Rev: 311062
 Alt Order #:
Product Desc: Allen West for Congress
Estimate: Order # 75 add - 30s
Flight Dates: 09/26/12 - 09/26/12
Original Date / Rev: 09/13/12 / 09/25/12
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	09/26/12	3	\$1,525.00	\$1,296.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$1,525.00	\$1,296.25	0.00
Totals	3	\$1,525.00	\$1,296.25	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	40%	\$1,525.00
Market	100%	\$3,812.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$2,287.50
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
N 4	WPTV	09/26/12	09/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	-- 111--	:30	3	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/26/12	10/02/12	-- 1----	1	\$325.00	0.00								
N 6	WPTV	09/26/12	09/26/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$250.00	P-1	0.00	NM	1	\$250.00

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WPTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WPTV	09/26/12	09/26/12	M-F 11-12n M-F 11-12n	CM	11a-12p	--111--	:30	3	\$250.00	P-1	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: 09/26/12	10/02/12	--1----		1				\$250.00		0.00			
N 9	WPTV	09/26/12	09/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	--1-1--	:30	2	\$950.00	FX	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: 09/26/12	10/02/12	--1----		1				\$950.00		0.00			
Totals													3	\$1,525.00	