

# ORDER



**Orders**  
**Order / Rev:** 315741  
 Alt Order #:  
**Product Desc:** Allen West for Congress  
**Estimate:** Schedule C Order #1315  
**Flight Dates:** 10/26/12 - 10/30/12  
**Original Date / Rev:** 10/24/12 / 10/26/12  
**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:** FX  
**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
10/01/12	10/28/12	12	\$14,050.00	\$11,942.50
10/29/12	10/30/12	7	\$22,150.00	\$18,827.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$14,050.00	\$11,942.50	0.00
November 2012	7	\$22,150.00	\$18,827.50	0.00
<b>Totals</b>	<b>19</b>	<b>\$36,200.00</b>	<b>\$30,770.00</b>	<b>0.00</b>

**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%	\$36,200.00
Market	100%	\$90,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$54,300.00
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	10/26/12	10/30/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	M-----		1				\$4,000.00		0.00			
E 2	WPTV	10/26/12	10/30/12		CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00

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Advertiser: West / Republican / Congress  
 Product Desc: Allen West for Congress  
 Estimate: Schedule C Order #1315  
**WPTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Monday Prime C revolution											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	M-----	1	\$2,150.00	0.00								
E 9	WPTV	10/26/12	10/30/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	----F--	1	\$1,450.00	0.00								
E 10	WPTV	10/26/12	10/30/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	----F--	1	\$2,500.00	0.00								
E 14	WPTV	10/26/12	10/30/12	Saturday Prime A encore	CM	8-9p	-----S-	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-----S-	1	\$425.00	0.00								
E 15	WPTV	10/26/12	10/30/12	Saturday Prime B encore	CM	9-10p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-----S-	2	\$425.00	0.00								
E 16	WPTV	10/26/12	10/30/12	Saturday Prime C encore	CM	10-11p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-----S-	2	\$425.00	0.00								
E 17	WPTV	10/26/12	10/30/12	NBC Tuesday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-T-----	1	\$4,000.00	0.00								
E 18	WPTV	10/26/12	10/30/12	Tuesday Prime C go on/new normal	CM	10-11p	-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	-T-----	1	\$2,500.00	0.00								
N 19	WPTV	10/26/12	10/30/12	Tuesday Prime B the voice	CM	9-10p	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-T-----	1	\$4,000.00	0.00								
N 20	WPTV	10/26/12	10/30/12	Friday Prime A go on/guys...kids	CM	8-9p	----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	----F--	1	\$1,450.00	0.00								
N 21	WPTV	10/26/12	10/30/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/12	10/30/12	-----S-	1	\$400.00	0.00								
N 22	WPTV	10/26/12	10/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	-T-----	1	\$3,000.00	0.00								
N 23	WPTV	10/26/12	10/30/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$3,000.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	-----S-	1	\$3,000.00	0.00								
N 24	WPTV	10/26/12	10/30/12	Su 630-7p Su 630-7p	CM	630-7p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$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:		10/24/12	10/30/12	-----S	1	\$3,000.00	0.00								
N 25	WPTV	10/26/12	10/30/12	Tuesday Prime C go on / new norm	CM	10-11p	-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
partial mkg pkg for #312257, 312999, 313919 & 314008															

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**WPTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WPTV	10/26/12	10/30/12	Tuesday Prime C go on / new norm	CM	10-11p	-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
partial mkg pkg for #312257, 312999, 313919 & 314008															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/24/12	10/30/12	-T-----			1			\$2,500.00			0.00		
N26	WPTV	10/26/12	10/30/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
partial mkg pkg for #312257, 312999, 313919 & 314008															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-			1			\$125.00			0.00		
													Totals	19	\$36,200.00