



WPTV

ORDER

Print Date 09/12/12

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Flight Dates **09/24/12-09/30/12**

Contract / Revision **310543 /**

Original Date / Revision
09/10/12 09/12/12

Advertiser **Frankel / Democrat / Congre**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Product
Frankel for Congress

Agency Com 15%

Billing Contact
**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Sales Office WPTVN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11887**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Share 100% Market Value 30190

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$25,661.50	\$30,190.00	0.00	08/27/12	09/30/12	57	\$25,661.50	\$30,190.00
Totals	57	\$25,661.50	\$30,190.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	09/24/12	09/28/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$120.00		0.00			
N 2	WPTV	09/24/12	09/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	8	\$450.00	P-3	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					8	\$450.00		0.00			
N 3	WPTV	09/24/12	09/28/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00



WPTV

Print Date: 09/12/12

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Contract / Revision **310543** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **11887**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/24/12	09/28/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$750.00		0.00			
N 4	WPTV	09/29/12	09/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$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: 09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
N 6	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$100.00		0.00			
N 7	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$275.00		0.00			
N 8	WPTV	09/30/12	09/30/12	Su 8-9a SUN TODAY	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$550.00		0.00			
N 10	WPTV	09/24/12	09/28/12	M-F 10-11a TODAY III	CM	10-11a	M--F--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M--F--					2	\$150.00		0.00			
N 11	WPTV	09/27/12	09/27/12	M-F 11-12n RACHEL RAY	CM	11a-12p	---T---	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$135.00		0.00			
N 12	WPTV	09/24/12	09/28/12	M-F 12p NEWS NOON NEWS	CM	12-1p	M-WF--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-WF--					3	\$135.00		0.00			
N 13	WPTV	09/25/12	09/25/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	-T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$125.00		0.00			
N 14	WPTV	09/24/12	09/27/12	M-F 2-3p MILLIONAIRE	CM	2-3p	M-T---	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-T---					2	\$100.00		0.00			
N 15	WPTV	09/26/12	09/26/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$100.00		0.00			
N 16	WPTV	09/24/12	09/24/12	M-F 4p-5p ELLEN	CM	4-5p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$275.00		0.00			
N 17	WPTV	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$650.00		0.00			



WPTV

Contract / Revision **310543** Flight Dates **09/24/12-09/30/12**

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Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **11887**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WPTV	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					5	\$650.00		0.00			
N19	WPTV	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-WTF--	:30	4	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-WTF--					4	\$1,800.00		0.00			
N22	WPTV	09/24/12	09/24/12	Monday Prime C REVOLUTION	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$750.00		0.00			
N23	WPTV	09/25/12	09/25/12	Tuesday Prime B GO ON/NEW NORMAL	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$750.00		0.00			
N24	WPTV	09/26/12	09/26/12	NBC Wednesday Prime LAW & ORDER SVU	CM	9-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$600.00		0.00			
N25	WPTV	09/28/12	09/28/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$750.00		0.00			
N26	WPTV	09/29/12	09/29/12	Saturday Prime C L&O SVU	CM	10-11p	-----S-	:30	1	\$500.00	FX	0.00	NM	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:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
N27	WPTV	09/24/12	09/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$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:		09/24/12	09/30/12	MTWTF--					5	\$600.00		0.00			
N28	WPTV	09/29/12	09/29/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$600.00		0.00			
N29	WPTV	09/30/12	09/30/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-12x (11:30 PM-12:00 XM)	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$600.00		0.00			
N30	WPTV	09/25/12	09/28/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	-T--F--	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T--F--					2	\$575.00		0.00			
N31	WPTV	09/29/12	09/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
Totals														57	\$30,190.00