

ORDER



Orders
Order / Rev: 307212
 Alt Order #:
Product Desc: Americans for Prosperity
Estimate: 1870
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/07/12 / 09/10/12
Order Type: GENERAL

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

Agency Name: Mentzer Media
Buying Contact:
Billing Contact:
 600 Fairmont Avenue - Suite #306
 Towson, MD 21204

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

Advertiser Name: Americans for Prosperity
Demographic: A25-54
Product Codes: PL Non-Ballot Issue
Priority: P-2
Revenue Codes: POL, POL, ISS

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	39	\$26,100.00	\$22,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$26,100.00	\$22,185.00	0.00
Totals	39	\$26,100.00	\$22,185.00	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%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTV	08/28/12	08/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	- 111 - - -	:30	3	\$500.00	P-2	0.00	NM	3	\$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: 08/27/12	09/02/12	- 111 - - -		3				\$500.00		0.00			
N 2	WPTV	08/29/12	08/31/12	M-F 10-11a M-F 10-11a	CM	10-11a	- - 111 - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - 111 - -		3				\$450.00		0.00			
N 3	WPTV	08/28/12	08/31/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	- 1111 - -	:30	4	\$250.00	P-2	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: 08/27/12	09/02/12	- 1111 - -		4				\$250.00		0.00			
N 4	WPTV	08/28/12	08/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	- 1 - 1 - - -	:30	2	\$800.00	P-2	0.00	NM	2	\$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: 08/27/12	09/02/12	- 1 - 1 - - -		2				\$800.00		0.00			
N 5	WPTV	08/29/12	08/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - 111 - -	:30	3	\$850.00	P-2	0.00	NM	3	\$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: 08/27/12	09/02/12	- - 111 - -		3				\$850.00		0.00			
N 6	WPTV	08/28/12	08/31/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11 - 1 - -	:30	3	\$1,200.00	P-2	0.00	NM	3	\$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: 08/27/12	09/02/12	- 11 - 1 - -		3				\$1,200.00		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
N 7	WPTV	08/28/12	08/31/12	M-F 7-730p M-F 7-730p	CM	7-730p	- 1- 11- -	:30	3	\$950.00	P-2	0.00	NM	3	\$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: 08/27/12	09/02/12	- 1- 11- -		3				\$950.00		0.00			
N 8	WPTV	08/28/12	08/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 111- - -	:30	3	\$950.00	P-2	0.00	NM	3	\$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: 08/27/12	09/02/12	- 111- - -		3				\$950.00		0.00			
N 9	WPTV	09/01/12	09/01/12	Sa 6-7a Sa 6-7a	CM	6-7a	- - - - - S-	:30	1	\$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: 08/27/12	09/02/12	- - - - - S-		1				\$250.00		0.00			
N 10	WPTV	09/01/12	09/01/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S-	:30	1	\$600.00	P-2	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: 08/27/12	09/02/12	- - - - - S-		1				\$600.00		0.00			
N 11	WPTV	09/01/12	09/01/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$650.00	P-2	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: 08/27/12	09/02/12	- - - - - S-		1				\$650.00		0.00			
N 12	WPTV	09/01/12	09/01/12	Sa 7-8P Sa 7-8P	CM	7-8p	- - - - - S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S-		1				\$350.00		0.00			
N 13	WPTV	09/01/12	09/01/12	Saturday Prime B Saturday Prime B	CM	9-10p	- - - - - S-	:30	1	\$500.00	P-2	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: 08/27/12	09/02/12	- - - - - S-		1				\$500.00		0.00			
N 14	WPTV	09/01/12	09/01/12	Saturday Prime C Saturday Prime C	CM	10-11p	- - - - - S-	:30	1	\$500.00	P-2	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: 08/27/12	09/02/12	- - - - - S-		1				\$500.00		0.00			
N 15	WPTV	09/02/12	09/02/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S		1				\$350.00		0.00			
N 16	WPTV	09/02/12	09/02/12	Su 10-1030a Su 10-1030a	CM	10-1030a	- - - - - S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S		1				\$350.00		0.00			
N 17	WPTV	09/02/12	09/02/12	Su 11-1135p Su 11-1135p	CM	11-1130p	- - - - - S	: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: 08/27/12	09/02/12	- - - - - S		1				\$950.00		0.00			
N 18	WPTV	09/03/12	09/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	M- - - - -	:30	1	\$500.00	P-2	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: 09/03/12	09/09/12	M- - - - -		1				\$500.00		0.00			
N 19	WPTV	09/03/12	09/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- - - - -	:30	1	\$450.00	P-2	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	M- - - - -		1				\$450.00		0.00			
N 20	WPTV	09/03/12	09/03/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	M- - - - -	:30	1	\$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	M- - - - -		1				\$250.00		0.00			
N 21	WPTV	09/03/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	M- - - - -	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
		<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				\$850.00		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
N21	WPTV	09/03/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
		<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				\$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>		
	1	WPTV	09/03/12-09/09/12	M-F 530-6p		530-6p	M-----	:30		(\$850.00)		0.00	NM		
	Credited due to program change														
N22	WPTV	09/03/12	09/03/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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	M-----		1				\$1,200.00		0.00			
N23	WPTV	09/03/12	09/03/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	: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	M-----		1				\$950.00		0.00			
N24	WPTV	09/03/12	09/03/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	: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	M-----		1				\$950.00		0.00			
													Totals	39	\$26,100.00