



WPTV

ORDER

Print Date 09/26/12

Page 1 of 2

Flight Dates **09/25/12-09/26/12**

Contract / Revision **312199 /**
Original Date / Revision
 09/24/12 09/24/12

Advertiser **Americans for Prosperity**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
 Towson, MD 21204**

Product
Americans for Prosperity

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
 Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **595**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$11,900.00	\$14,000.00	0.00	08/27/12	09/26/12	6	\$11,900.00	\$14,000.00
Totals	6	\$11,900.00	\$14,000.00	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	09/25/12	09/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	- 11 - - - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$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: 09/24/12	09/30/12	- 11 - - - -		2		\$2,000.00		0.00					
N 2	WPTV	09/25/12	09/26/12	M-F 530-6p M-F 530-6p	CM	530-6p	- 11 - - - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$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: 09/24/12	09/30/12	- 11 - - - -		2		\$2,000.00		0.00					
N 3	WPTV	09/25/12	09/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11 - - - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00



WPTV

Contract / Revision **312199** Flight Dates **09/25/12-09/26/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans for Prosperity** Estimate # **595**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/25/12	09/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11 - - - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<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	- 11 - - - -					2	\$3,000.00		0.00			
													Totals	6	\$14,000.00