

ORDER



Orders
Order / Rev: 307345
 Alt Order #:
Product Desc: Coalition-More Jobs Better Schools & St
Estimate: 343
Flight Dates: 10/08/12 - 11/06/12
Original Date / Rev: 08/08/12 / 10/25/12
Order Type: GENERAL

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

Agency Name: McLaughlin & Associates
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

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

Advertiser Name: Coalition-More Jobs Better Schools &
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
10/01/12	10/14/12	45	\$51,450.00	\$43,732.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$51,450.00	\$43,732.50	0.00
Totals	45	\$51,450.00	\$43,732.50	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 3	WPTV	10/08/12	10/12/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-1----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$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: 10/08/12	10/14/12	1-1----		2				\$1,500.00		0.00			
N 7	WPTV	10/08/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-1---	:30	2	\$1,800.00	P-2	0.00	NM	2	\$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: 10/08/12	10/14/12	-1-1---		2				\$1,800.00		0.00			
N 10	WPTV	10/08/12	10/12/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$750.00	P-2	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: 10/08/12	10/14/12	11111--		5				\$750.00		0.00			
N 14	WPTV	10/08/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$650.00	P-2	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: 10/08/12	10/14/12	11111--		5				\$650.00		0.00			
N 18	WPTV	10/08/12	10/12/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$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: 10/08/12	10/14/12	11111--		5				\$500.00		0.00			
N 22	WPTV	10/08/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-1---	:30	2	\$1,800.00	P-2	0.00	NM	2	\$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: 10/08/12	10/14/12	-1-1---		2				\$1,800.00		0.00			

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WPTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WPTV	10/08/12	10/12/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-1----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$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: 10/08/12	10/14/12	1-1----					2	\$1,800.00		0.00			
N30	WPTV	10/08/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$2,000.00		0.00			
N34	WPTV	10/08/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$1,000.00		0.00			
N38	WPTV	10/08/12	10/12/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$1,000.00		0.00			
N42	WPTV	10/08/12	10/12/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-1-1---	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---					2	\$1,700.00		0.00			
N45	WPTV	10/13/12	10/13/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$850.00		0.00			
N48	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$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: 10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
N51	WPTV	10/14/12	10/14/12	Su 7-8a Su 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: 10/08/12	10/14/12	-----S					1	\$600.00		0.00			
N54	WPTV	10/14/12	10/14/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	: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: 10/08/12	10/14/12	-----S					1	\$1,200.00		0.00			
N55	WPTV	10/14/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$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: 10/08/12	10/14/12	-----S					1	\$1,100.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$1,100.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$1,100.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$1,100.00		0.00			
													Totals	45	\$51,450.00