

ORDER



Orders
Order / Rev: 311359
 Alt Order #:
Product Desc: 79-House Majority PAC
Estimate: 1804
Flight Dates: 09/20/12 - 09/24/12
Original Date / Rev: 09/18/12 / 09/24/12
Order Type: GENERAL

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

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW - Suite 800
 Washington, DC 20007

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

Advertiser Name: House Majority PAC
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: 2

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	31	\$43,850.00	\$37,272.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$43,850.00	\$37,272.50	0.00
Totals	31	\$43,850.00	\$37,272.50	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 1	WPTV	09/20/12	09/24/12	M-F 430-5a M-F 430-5a	CM	430-5a	M - TF - -	:30	3	\$250.00	P-2	0.00	NM	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: 09/18/12	09/24/12	M - TF - -		3		\$250.00		0.00					
N 2	WPTV	09/20/12	09/24/12	M-F 5-6a M-F 5-6a	CM	5-6a	M - TF - -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	M - TF - -		3		\$750.00		0.00					
N 3	WPTV	09/20/12	09/24/12	M-F 7-9a M-F 7-9a	CM	7-9a	M - TF - -	: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: 09/18/12	09/24/12	M - TF - -		2		\$3,000.00		0.00					
N 4	WPTV	09/23/12	09/23/12	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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: 09/18/12	09/24/12	- - - - - S		1		\$1,500.00		0.00					
N 5	WPTV	09/20/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	M - TF - -	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	M - TF - -		2		\$950.00		0.00					
N 6	WPTV	09/20/12	09/24/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M - TF - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	M - TF - -		2		\$450.00		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	09/20/12	09/24/12	M-F 2-3p M-F 2-3p	CM	2-3p	M - TF - -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	M - TF - -		2				\$350.00		0.00			
N 8	WPTV	09/20/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M - TF - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	M - TF - -		2				\$850.00		0.00			
N 9	WPTV	09/20/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	M - TF - -	: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: 09/18/12	09/24/12	M - TF - -		2				\$2,000.00		0.00			
N 10	WPTV	09/20/12	09/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	M - TF - -	: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: 09/18/12	09/24/12	M - TF - -		2				\$2,000.00		0.00			
N 11	WPTV	09/20/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	M - TF - -	: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: 09/18/12	09/24/12	M - TF - -		2				\$3,000.00		0.00			
N 12	WPTV	09/22/12	09/23/12	Sa-Su 6-630p Sa-Su 6-630p	CM	6-630p	- - - - - SS	: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: 09/18/12	09/24/12	- - - - - SS		1				\$1,000.00		0.00			
N 13	WPTV	09/20/12	09/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	M - TF - -	:30	2	\$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: 09/18/12	09/24/12	M - TF - -		2				\$1,200.00		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>		
	2	WPTV	09/18/12-09/24/12	M-F 7-730p		7-730p	M - ThF - - - -	:30		(\$1,200.00)		0.00	NM		
	Credited flight is over														
N 14	WPTV	09/20/12	09/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	M - TF - -	:30	2	\$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: 09/18/12	09/24/12	M - TF - -		2				\$1,200.00		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	09/18/12-09/24/12	M-F 730-8p		730-8p	M - ThF - - - -	:30		(\$1,200.00)		0.00	NM		
	Credited flight is over														
N 15	WPTV	09/24/12	09/24/12	NBC Monday Prime The Voice	CM	8-10p (8:00 PM-10:00 PM)	M - - - - -	:30	1	\$4,000.00	P-2	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: 09/18/12	09/24/12	M - - - - -		1				\$4,000.00		0.00			
N 16	WPTV	09/20/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M - TF - -	: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: 09/18/12	09/24/12	M - TF - -		2				\$2,000.00		0.00			
N 17	WPTV	09/22/12	09/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	- - - - - S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	- - - - - S-		1				\$2,000.00		0.00			
N 18	WPTV	09/20/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M - TF - -	:30	2	\$750.00	P-2	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: 09/18/12	09/24/12	M - TF - -		2				\$750.00		0.00			

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N 18	WPTV	09/20/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M - TF - -	:30	2	\$750.00	P-2	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: 09/18/12	09/24/12	M - TF - -		2		\$750.00		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>		
2	WPTV	09/18/12-09/24/12		M-F 1135p-1235a		1135p-1235a	M - ThF - - - -	:30		(\$750.00)		0.00	NM		
		Credited flight is over													
Totals													31	\$43,850.00	