

# ORDER



**Orders**  
**Order / Rev:** 311394  
 Alt Order #:  
**Product Desc:** 79-House Majority PAC  
**Estimate:** 1805  
**Flight Dates:** 09/25/12 - 10/01/12  
**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	09/30/12	10	\$15,050.00	\$12,792.50
10/01/12	10/01/12	3	\$3,700.00	\$3,145.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	10	\$15,050.00	\$12,792.50	0.00
October 2012	3	\$3,700.00	\$3,145.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$18,750.00</b>	<b>\$15,937.50</b>	<b>0.00</b>

**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	09/25/12	10/01/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N 2	WPTV	09/25/12	10/01/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
N 3	WPTV	09/25/12	10/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 4	WPTV	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1		\$950.00		0.00					
N 5	WPTV	09/25/12	10/01/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1		\$450.00		0.00					
N 6	WPTV	09/25/12	10/01/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1		\$350.00		0.00					
N 7	WPTV	09/25/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1		\$850.00		0.00					

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Advertiser: House Majority PAC  
 Product Desc: 79-House Majority PAC  
 Estimate: 1805  
**WPTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WPTV	09/25/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1				\$2,000.00		0.00			
N 9	WPTV	09/25/12	10/01/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1				\$2,000.00		0.00			
N 10	WPTV	09/25/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$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: 09/25/12	10/01/12	MTWTF--		1				\$3,000.00		0.00			
N 11	WPTV	09/25/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$1,200.00	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: 09/25/12	10/01/12	MTWTF--		1				\$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	09/25/12-10/01/12	M-F 7-730p		7-730p	MTWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
				See MG 12.2 [oversell p/e ok per cb]											
N 12	WPTV	09/25/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		1				\$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	09/25/12-10/01/12	M-F 730-8p		730-8p	MTWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
				See MG 12.2 [oversell p/e ok per cb]											
	2	NPTV	09/25/12-10/01/12	Friday Prime C		10-11p	-----F-----	:30		\$2,400.00		0.00	NM		
				Ⓜ MG for 11.1,12.1											
N 13	WPTV	09/25/12	10/01/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	: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: 09/25/12	10/01/12	MTWTF--		1				\$2,000.00		0.00			
N 14	WPTV	09/25/12	10/01/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$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: 09/25/12	10/01/12	MTWTF--		1				\$750.00		0.00			
Totals													13	\$18,750.00	