



WPTV

# ORDER

Print Date 10/31/12

Page 1 of 3

Flight Dates **10/02/12-10/08/12**

Contract / Revision     **311396 /**  
Original Date / Revision  
                                  09/18/12    09/24/12

Advertiser **House Majority PAC**

Agency    **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
 Washington, DC 20007**

Product  
**79-House Majority PAC**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
 Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **1808**

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
October 2012	17	\$18,445.00	\$21,700.00	0.00	10/01/12	10/08/12	17	\$18,445.00	\$21,700.00
<b>Totals</b>	<b>17</b>	<b>\$18,445.00</b>	<b>\$21,700.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots    Amount	
E 1	WPTV	10/02/12	10/08/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
E 2	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
E 3	WPTV	10/02/12	10/08/12	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
E 4	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$950.00		0.00					



**WPTV**

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Hiatus Dates

Original Date / Revision    09/18/12/ 09/24/12

Order Sep    00:20:00

Advertiser    **House Majority PAC**

Product **79-House Majority PAC**

Estimate #    **1808**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
E 5	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$450.00		0.00					
E 6	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$2,000.00		0.00					
E 7	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$2,000.00		0.00					
E 8	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$3,000.00		0.00					
E 9	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	-----SS		1		\$1,000.00		0.00					
E 10	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	: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: 10/02/12	10/08/12	MTWTF--		1		\$1,200.00		0.00					
E 11	WPTV	10/02/12	10/08/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	: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: 10/02/12	10/08/12	MTWTF--		1		\$1,200.00		0.00					
E 12	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$2,000.00		0.00					
E 13	WPTV	10/02/12	10/08/12	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: 10/02/12	10/08/12	MTWTF--		1		\$750.00		0.00					
N 14	WPTV	10/02/12	10/08/12	M-F 12p NEWS M-F 12n-1p this is part of a mkgd package for est 1804, order #311359	CM	12-1p	MTWTF--	: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: 10/02/12	10/08/12	MTWTF--		1		\$650.00		0.00					
N 15	WPTV	10/02/12	10/08/12	M-F 1235-135a M-F 1235-135a this is part of a mkgd package for est 1804, order #311359	CM	1235-0135a	MTWTF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	MTWTF--		1		\$300.00		0.00					
N 16	WPTV	10/02/12	10/08/12	Friday Prime B grimm this is part of a mkgd package for est 1804, order #311359	CM	9-10p	----F--	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00



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Advertiser    **House Majority PAC**    Product **79-House Majority PAC**

Estimate #    **1808**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N16	WPTV	10/02/12	10/08/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00
this is part of a mkgd package for est 1804, order #311359 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    ----F--    1    \$1,450.00    0.00															
N17	WPTV	10/02/12	10/08/12	Notre Dame Notre Dame	CM	12p-11p (7:30 PM-11:00 PM)	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
this is part of a mkgd package for est 1804, order #311359 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    -----S-    1    \$750.00    0.00															
													<b>Totals</b>	<b>17</b>	<b>\$21,700.00</b>