



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **312065 /**
Original Date / Revision
 09/22/12 10/01/12

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 # **1809**

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	70	\$93,840.00	\$110,400.00	0.00	10/01/12	10/15/12	70	\$93,840.00	\$110,400.00
Totals	70	\$93,840.00	\$110,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/09/12	10/15/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--					3	\$250.00		0.00			
N 2	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--					3	\$750.00		0.00			
N 3	WPTV	10/09/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00



WPTV

Contract / Revision **312065** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/01/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1809**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/09/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$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: 10/09/12	10/15/12	MTWTF--					4	\$2,500.00		0.00			
N 4	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	4	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					4	\$3,000.00		0.00			
N 5	WPTV	10/09/12	10/15/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$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: 10/09/12	10/15/12	-----S-					2	\$500.00		0.00			
N 6	WPTV	10/09/12	10/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----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: 10/09/12	10/15/12	-----S-					1	\$1,000.00		0.00			
N 7	WPTV	10/09/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----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: 10/09/12	10/15/12	-----S-					1	\$1,500.00		0.00			
N 8	WPTV	10/09/12	10/15/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	: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: 10/09/12	10/15/12	-----S					1	\$750.00		0.00			
N 9	WPTV	10/09/12	10/15/12	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: 10/09/12	10/15/12	-----S					1	\$1,500.00		0.00			
N 10	WPTV	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					3	\$950.00		0.00			
N 11	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--					3	\$750.00		0.00			
N 12	WPTV	10/09/12	10/15/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--					2	\$450.00		0.00			
N 13	WPTV	10/09/12	10/15/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$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: 10/09/12	10/15/12	MTWTF--					3	\$650.00		0.00			
N 14	WPTV	10/09/12	10/15/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--					2	\$350.00		0.00			
N 15	WPTV	10/09/12	10/15/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$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: 10/09/12	10/15/12	MTWTF--					2	\$600.00		0.00			



WPTV

Contract / Revision **312065** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/01/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1809**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/09/12	10/15/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$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:	10/09/12	10/15/12	MTWTF--					2	\$600.00		0.00			
N 16	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					3	\$850.00		0.00			
N 17	WPTV	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					4	\$2,000.00		0.00			
N 18	WPTV	10/09/12	10/15/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$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:	10/09/12	10/15/12	MTWTF--					3	\$2,000.00		0.00			
N 19	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					3	\$3,000.00		0.00			
N 20	WPTV	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$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:	10/09/12	10/15/12	MTWTF--					2	\$5,000.00		0.00			
N 21	WPTV	10/09/12	10/15/12	Sa 6p Sa 6p	CM	6-630p	-----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:	10/09/12	10/15/12	-----S-					1	\$1,000.00		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	10/09/12-10/15/12	Sa 6p		6-630p	-----Sa--	:30		(\$1,000.00)		0.00	NM		
				See MG 21.2											
	2	NPTV	10/09/12-10/15/12	Sa 7p News		7-730pm	-----Sa--	:30		\$1,000.00		0.00	NM		
				MG for 21.1 10/13											
N 22	WPTV	10/09/12	10/15/12	Su 6p Su 6p	CM	6-630p	-----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:	10/09/12	10/15/12	-----S					1	\$1,000.00		0.00			
N 23	WPTV	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$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:	10/09/12	10/15/12	MTWTF--					2	\$1,200.00		0.00			
N 24	WPTV	10/09/12	10/15/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$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:	10/09/12	10/15/12	MTWTF--					2	\$1,200.00		0.00			
N 25	WPTV	10/09/12	10/15/12	NBC Monday Prime VOICE	CM	8-11p (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:	10/09/12	10/15/12	M-----					1	\$4,000.00		0.00			
N 26	WPTV	10/09/12	10/15/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00



WPTV

Print Date: 10/11/12

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Contract / Revision **312065** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/01/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1809**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N26	WPTV	10/09/12	10/15/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	----F--		1		\$3,500.00		0.00					
N27	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$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: 10/09/12	10/15/12	MTWTF--		3		\$2,000.00		0.00					
N28	WPTV	10/09/12	10/15/12	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: 10/09/12	10/15/12	-----S-		1		\$2,000.00		0.00					
N29	WPTV	10/09/12	10/15/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$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: 10/09/12	10/15/12	-----S		1		\$1,600.00		0.00					
N30	WPTV	10/09/12	10/15/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	: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: 10/09/12	10/15/12	MTWTF--		3		\$750.00		0.00					
N31	WPTV	10/09/12	10/15/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	MTWTF--		2		\$300.00		0.00					
N32	WPTV	10/09/12	10/15/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	-----S		1		\$4,500.00		0.00					
N33	WPTV	10/09/12	10/15/12	Monday Prime C revolution	CM	10-11p	M-----	: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: 10/09/12	10/15/12	M-----		1		\$3,000.00		0.00					
													Totals	70	\$110,400.00