

ORDER



Orders
Order / Rev: 309678
 Alt Order #:
Product Desc: Priorities USA Action
Estimate: 1561
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/30/12 / 09/24/12
Order Type: GENERAL

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

Agency Name: Mundy Katowitz Media Inc
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003-3021

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

Advertiser Name: Priorities USA Action
Demographic: A18+
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	20	\$28,500.00	\$24,225.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$28,500.00	\$24,225.00	0.00
Totals	20	\$28,500.00	\$24,225.00	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	09/18/12	09/24/12	M-F 5-6a M-F 5-6a	CM	5-6a	11-1---	: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	11-1---					3	\$750.00		0.00			
N 2	WPTV	09/19/12	09/24/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-1-1--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<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	1-1-1--					3	\$2,500.00		0.00			
N 3	WPTV	09/19/12	09/20/12	M-F 7-9a M-F 7-9a	CM	7-9a	--11---	: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	--11---					2	\$3,000.00		0.00			
N 4	WPTV	09/22/12	09/22/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	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	\$500.00		0.00			
N 5	WPTV	09/22/12	09/22/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----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 6	WPTV	09/23/12	09/23/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	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	\$500.00		0.00			

Order / Rev: 309678
 Alt Order #:
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action
 Product Desc: Priorities USA Action
 Estimate: 1561
WPTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WPTV	09/23/12	09/23/12	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: 09/18/12	09/24/12	-----S		1				\$750.00		0.00			
N 8	WPTV	09/18/12	09/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-----	: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: 09/18/12	09/24/12	-1-----		1				\$950.00		0.00			
N 9	WPTV	09/21/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10-11a	----1--	: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: 09/18/12	09/24/12	----1--		1				\$750.00		0.00			
N 10	WPTV	09/24/12	09/24/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	1-----	: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: 09/18/12	09/24/12	1-----		1				\$650.00		0.00			
N 11	WPTV	09/19/12	09/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--1----	: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	--1----		1				\$2,000.00		0.00			
N 12	WPTV	09/21/12	09/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	: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	----1--		1				\$2,000.00		0.00			
N 13	WPTV	09/20/12	09/20/12	M-F 7-730p M-F 7-730p	CM	7-730p	---1---	: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: 09/18/12	09/24/12	---1---		1				\$1,200.00		0.00			
N 14	WPTV	09/22/12	09/22/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$600.00	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: 09/18/12	09/24/12	-----S-		1				\$600.00		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	Sa 7-8P		7-8p	-----Sa--	:30		(\$600.00)		0.00	NM		
				See MG 16.3											
				[7-8pm is News/NBC Sports]											
N 15	WPTV	09/20/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--1---	: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	1--1---		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--Th-----	:30		(\$750.00)		0.00	NM		
				Credited											
				flight is over											
N 16	WPTV	09/18/12	09/21/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-1--1--	:30	2	\$300.00	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	-1--1--		2				\$300.00		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 1135p-1235a		1135p-1235a	-T--F----	:30		(\$300.00)		0.00	NM		
				See MG 16.3											
				[n/a]											
	2	WPTV	09/18/12-09/24/12	M-F 1135p-1235a		1135p-1235a	-T--F----	:30		(\$300.00)		0.00	NM		
				See MG 16.3											
				[n/a]											
	3	NPTV	09/24/12-09/24/12	M-F 730-8p		730-8p	M-----	:30		\$1,200.00		0.00	NM		
				MG for 14.1,16.2,16.1											
				program changes											
													Totals	20	\$28,500.00