

ORDER



Orders
Order / Rev: 309368
 Alt Order #:
Product Desc: TCJC - Treasure Cst. Jbs Coa. FL
Estimate: 918924
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/27/12 / 09/17/12
Order Type: GENERAL

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

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street - Suite 400
 Alexandria, VA 22314-3039

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

Advertiser Name: Treasure Coast Jobs Coalition
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:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	25	\$34,375.00	\$29,218.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$34,375.00	\$29,218.75	0.00
Totals	25	\$34,375.00	\$29,218.75	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	09/23/12	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: 09/17/12	09/23/12	-----S		1		\$750.00		0.00					
N 2	WPTV	09/22/12	09/22/12	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: 09/17/12	09/23/12	-----S-		1		\$1,500.00		0.00					
N 3	WPTV	09/22/12	09/22/12	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: 09/17/12	09/23/12	-----S-		1		\$1,000.00		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: 09/17/12	09/23/12	-----S		1		\$1,500.00		0.00					
N 5	WPTV	09/22/12	09/22/12	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: 09/17/12	09/23/12	-----S-		1		\$1,000.00		0.00					
N 6	WPTV	09/23/12	09/23/12	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: 09/17/12	09/23/12	-----S		1		\$1,000.00		0.00					

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WPTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WPTV	09/18/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	111-1--	:30	4	\$750.00	P-2	0.00	NM	4	\$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: 09/17/12	09/23/12	-11-1--					3	\$750.00		0.00			
		Week: 09/24/12	09/30/12	1-----					1	\$750.00		0.00			
N 8	WPTV	09/18/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11--1--	: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: 09/17/12	09/23/12	-1--1--					2	\$2,000.00		0.00			
		Week: 09/24/12	09/30/12	1-----					1	\$2,000.00		0.00			
N 9	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: 09/17/12	09/23/12	-----S-					1	\$2,000.00		0.00			
N 10	WPTV	09/18/12	09/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-11--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-11--					3	\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	1-----					1	\$1,200.00		0.00			
N 11	WPTV	09/22/12	09/22/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	1	\$425.00	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: 09/17/12	09/23/12	-----S-					1	\$425.00		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	09/17/12-09/23/12	Saturday Prime C		10-11p	-----Sa--	:30		(\$425.00)		0.00	NM		
			See MG 15.2, 15.3 [730-11pm is NotreDame Football]												
N 12	WPTV	09/23/12	09/23/12	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: 09/17/12	09/23/12	-----S					1	\$4,500.00		0.00			
N 13	WPTV	09/19/12	09/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	--1-1--	: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: 09/17/12	09/23/12	--1-1--					2	\$1,200.00		0.00			
N 14	WPTV	09/18/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--11---	: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	--11---					2	\$2,000.00		0.00			
N 15	WPTV	09/18/12	09/24/12	Saturday Prime C L&O: SVU	CM	10-11p	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$925.00
		<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			
	<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	Saturday Prime C		10-11p	-----Sa--	:30		(\$500.00)		0.00	NM		
			See MG 15.2, 15.3 [Notre Dame football airing]												
	2	NPTV	09/18/12-09/24/12	M-F 430-5a		430-5a	MTWThF----	:30		\$175.00		0.00	NM		
			Ⓜ MG for 11.1,15.1 program changes												
	3	NPTV	09/22/12-09/22/12	Notre Dame		12p-11p	1-----Sa--	:30		\$750.00		0.00	NM		
			Ⓜ MG for 11.1,15.1 program changes												

Totals 25 \$34,375.00