



WPTV

ORDER

Print Date 10/31/12

Page 1 of 3

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

Contract / Revision **309409 /**

Original Date / Revision
08/28/12 10/19/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product
TCJC - Treasure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C02C08**

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	34	\$41,565.00	\$48,900.00	0.00	10/01/12	10/08/12	34	\$41,565.00	\$48,900.00
Totals	34	\$41,565.00	\$48,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	10/02/12	10/08/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1111---	:30	4	\$650.00	P-2	0.00	NM	4	\$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: 10/02/12	10/08/12	1111---		4		\$650.00		0.00					
N 2	WPTV	10/03/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-1----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	1-1----		2		\$850.00		0.00					
N 3	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00



WPTV

Contract / Revision **309409** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C02C08**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/06/12	10/06/12	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: 10/02/12	10/08/12	-----S-					1	\$1,500.00		0.00			
N 4	WPTV	10/07/12	10/07/12	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: 10/02/12	10/08/12	-----S					1	\$1,500.00		0.00			
N 5	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	111-1--	: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: 10/02/12	10/08/12	111-1--					4	\$3,000.00		0.00			
N 6	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$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: 10/02/12	10/08/12	11111--					5	\$750.00		0.00			
N 7	WPTV	10/06/12	10/06/12	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: 10/02/12	10/08/12	-----S-					1	\$1,000.00		0.00			
N 8	WPTV	10/07/12	10/07/12	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: 10/02/12	10/08/12	-----S					1	\$1,000.00		0.00			
N 9	WPTV	10/02/12	10/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	-1111--	: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: 10/02/12	10/08/12	-1111--					4	\$2,000.00		0.00			
N 10	WPTV	10/04/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--11--	: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: 10/02/12	10/08/12	1--11--					3	\$750.00		0.00			
N 11	WPTV	10/06/12	10/06/12	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: 10/02/12	10/08/12	-----S-					1	\$2,000.00		0.00			
N 12	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111---	: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: 10/02/12	10/08/12	1111---					4	\$2,000.00		0.00			
N 13	WPTV	10/03/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-11---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	1-11---					3	\$1,200.00		0.00			
N 14	WPTV	10/06/12	10/06/12	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: 10/02/12	10/08/12	-----S-					1	\$425.00		0.00			



WPTV

Contract / Revision **309409** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C02C08**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N14	WPTV	10/06/12	10/06/12	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:		10/02/12	10/08/12	-----S-					1	\$425.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>						<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/02/12-10/08/12		Saturday Prime C						(\$425.00)		0.00 NM		
Credited flight over, making spot good on est C09C15 w/o 10/16														
													Totals	34 \$48,900.00