



WPTV

# ORDER

Print Date 11/21/12

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

Contract / Revision     **312061 /**  
Original Date / Revision  
                                  09/22/12    10/19/12

Advertiser **Republican Party of FL - Haç**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
 Towson, MD 21204**

Product  
**RPOF-Hager,Hudson,Tobia**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
 Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **501**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL            POL            CAND

Product Codes   PL

Priority                P-1

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	22	\$18,105.00	\$21,300.00	0.00	10/01/12	10/15/12	22	\$18,105.00	\$21,300.00
<b>Totals</b>	<b>22</b>	<b>\$18,105.00</b>	<b>\$21,300.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots    Amount	
E 1	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-22---	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<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	1-22---		5		\$950.00		0.00					
E 2	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111---	:30	4	\$1,325.00	P-1	0.00	NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	1111---		4		\$1,325.00		0.00					
E 3	WPTV	10/09/12	10/15/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----1	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00



WPTV

Print Date: 11/21/12

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Contract / Revision **312061** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - H** Product **RPOF-Hager,Hudson,Tobia** Estimate # **501**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 3	WPTV	10/09/12	10/15/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----1	:30	1	\$750.00	P-1	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	-----1				1	\$750.00	0.00						
E 4	WPTV	10/09/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00	
		<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	\$725.00	0.00						
E 5	WPTV	10/09/12	10/15/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$600.00	P-1	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:		10/09/12	10/15/12	-----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>					
3	WPTV	10/09/12-10/15/12	Sa 7p News			7-730pm	-----Sa--	:30	<del>(\$600.00)</del>	0.00	NM					
Credited spots being made good on est 502																
E 6	WPTV	10/09/12	10/15/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00	
		<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	\$425.00	0.00						
E 7	WPTV	10/09/12	10/15/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	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	----F--				1	\$1,500.00	0.00						
E 8	WPTV	10/09/12	10/15/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	1	\$450.00	P-1	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:		10/09/12	10/15/12	-----S-				1	\$450.00	0.00						
E 9	WPTV	10/09/12	10/15/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	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	-----S				1	\$3,500.00	0.00						
N 10	WPTV	10/09/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-11---	:30	3	\$900.00	P-1	0.00	NM	3	\$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	1-11---				3	\$900.00	0.00						
N 11	WPTV	10/09/12	10/15/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----1	:30	1	\$900.00	P-3	0.00	NM	1	\$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	-----1				1	\$900.00	0.00						
N 12	WPTV	10/09/12	10/15/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	3	\$100.00	P-1	0.00	NM	3	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-				3	\$100.00	0.00						
<b>Totals</b>														<b>22</b>	<b>\$21,300.00</b>	