

## ORDER



WXMI-TV

**Orders**  
**Order / Rev:** 397597  
**Alt Order #:** 8418905  
**Product Desc:** MI SUPREME COURT C19  
**Estimate:** 4892  
**Flight Dates:** 10/19/16 - 11/08/16  
**Original Date / Rev:** 10/18/16 / 10/18/16  
**Order Type:** GENERAL

**Primary AE:** Robert Langer  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Staggers Loop  
 Delaware, OH 43015

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

**Advertiser Name:** MI Supreme Court  
**Demographic:** A35+  
**Product Codes:** PL2.k.ii  
**Priority:** 04  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	16	\$6,600.00	\$5,610.00
10/31/16	11/08/16	12	\$3,850.00	\$3,272.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	16	\$6,600.00	\$5,610.00	0.00
November 2016	12	\$3,850.00	\$3,272.50	0.00
<b>Totals</b>	<b>28</b>	<b>\$10,450.00</b>	<b>\$8,882.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Robert Langer			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
E 1	17	10/25/16	10/25/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	- 1 - - - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	- 1 - - - - -			1		\$250.00	0.00					
E 2	17	10/20/16	10/20/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	- - - 1 - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/17/16	10/23/16	- - - 1 - - -			1		\$250.00	0.00					
E 3	17	10/31/16	10/31/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	1 - - - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	1 - - - - -			1		\$250.00	0.00					
E 4	17	10/27/16	10/27/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	- - - 1 - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	- - - 1 - - -			1		\$250.00	0.00					
E 5	17	11/08/16	11/08/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	- 1 - - - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	- 1 - - - - -			1		\$250.00	0.00					
E 6	17	11/02/16	11/02/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	- - 1 - - - -	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Flight Dates: 10/19/16 - 11/08/16

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Product Desc: MI SUPREME COURT C19  
Estimate: 4892  
**WXMI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	17	11/02/16	11/02/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-- 1----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	-- 1----			1		\$250.00	0.00					
E 7	17	11/04/16	11/04/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	---- 1--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	---- 1--			1		\$250.00	0.00					
E 8	17	10/24/16	10/24/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	1-----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	1-----			1		\$250.00	0.00					
E 9	17	10/19/16	10/19/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-- 1----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/17/16	10/23/16	-- 1----			1		\$250.00	0.00					
E 10	17	10/21/16	10/21/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	---- 1--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/17/16	10/23/16	---- 1--			1		\$250.00	0.00					
E 11	17	11/01/16	11/01/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	- 1-----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	- 1-----			1		\$250.00	0.00					
E 12	17	10/26/16	10/26/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-- 1----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	-- 1----			1		\$250.00	0.00					
E 13	17	10/28/16	10/28/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	---- 1--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	---- 1--			1		\$250.00	0.00					
E 14	17	11/07/16	11/07/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	1-----	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	1-----			1		\$250.00	0.00					
E 15	17	11/03/16	11/03/16	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--- 1---	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	--- 1---			1		\$250.00	0.00					
E 16	17	10/30/16	10/30/16	FOX News Sunday FOX News Sunday	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	----- 1	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	----- 1			1		\$100.00	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	17	10/24/16-10/30/16		FOX News Sunday		9:30 AM-10:00 AM	----- Su	:30		<del>(\$100.00)</del>		0.00	NM		
See MG 16.2															
[Program Change-due to sports] Program Change															
2	17	10/30/16-10/30/16		Sa-Su 5a-6a	5a-6a		----- Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 16.1 10/30															
E 17	17	11/06/16	11/06/16	FOX News Sunday FOX News Sunday	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	----- 1	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/16	11/06/16	----- 1			1		\$100.00	0.00					
E 18	17	10/24/16	10/24/16	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	1-----	:30	1	\$500.00	04	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:		10/24/16	10/30/16	1-----			1		\$500.00	0.00					
E 19	17	10/19/16	10/19/16		CM	10:30 PM-11:00 PM	-- 1----	:30	1	\$500.00	04	0.00	NM	1	\$500.00



