

## ORDER



WPRI

**Orders**  
**Order / Rev:** 500604  
**Alt Order #:** 09422280  
**Product Desc:** REED/S/D  
**Estimate:** 2727  
**Flight Dates:** 10/08/14 - 10/14/14  
**Original Date / Rev:** 10/06/14 / 10/10/14  
**Order Type:** REG

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 25 Whitlock Place  
 Marietta, GA 30064

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

**Advertiser**  
**Name:** POL/Reed For US Senate 2014  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** NA  
**Revenue Codes:** AGY, POL, POL-CAND

**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
09/29/14	10/14/14	63	\$22,465.00	\$19,095.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	63	\$22,465.00	\$19,095.25	0.00
<b>Totals</b>	<b>63</b>	<b>\$22,465.00</b>	<b>\$19,095.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share	Share	Total
WPRI	35%	\$22,465.00
Market	100%	\$64,185.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
ENAC	0%	\$0.00
UNKWN	0%	\$0.00
WJAR	39%	\$25,032.43
WLNE	9%	\$5,776.71
WLWC	2%	\$1,283.71
WNAC	15%	\$9,627.86
WPXQ	0%	\$0.00
WSBE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPRI	10/08/14	10/10/14	5am Eyewitness News M-F	M-F	5a-6a News	--WTF--	:30	3	\$175.00	P3	0.00	NM	3	\$525.00
EYWTNS-MRN-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/06/14	10/12/14	--WTF--		3		\$175.00		0.00					
E 3	WPRI	10/08/14	10/10/14	CBS This Morning	CM	The Early Show M-F 7-9a	--WTF--	:30	3	\$225.00	P3	0.00	NM	3	\$675.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/06/14	10/12/14	--WTF--		3		\$225.00		0.00					

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 Estimate: 2727  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPRI	10/08/14	10/10/14	CBS This Morning The Early Show M-F 7-9a	CM	The Early Show M	--WTF--	:30	3	\$225.00	P3	0.00	NM	3	\$675.00
CBS THS MRNG-2<															
E 4	WPRI	10/08/14	10/10/14	Rhode Show M-F 9-10a Rhode Show M-F 9a-10a	CM	Rhode Show M-F	--WTF--	:30	3	\$25.00	P4	0.00	NM	3	\$75.00
RHODE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$25.00		0.00			
E 6	WPRI	10/08/14	10/10/14	Price is Right Price is Right	CM	M-F 11a-12p	--WTF--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
PRICE-RT 1-CBS/PRICE-RT 2-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$300.00		0.00			
E 8	WPRI	10/08/14	10/10/14	The Talk The Talk 2-3p	CM	2p-3p	--WTF--	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
TALK-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					2	\$50.00		0.00			
E 12	WPRI	10/08/14	10/10/14	5p Eyewitness News M-F M-F 5p-530p News	CM	M-F 5p-530p News	--WTF--	:30	3	\$550.00	P3	0.00	NM	3	\$1,650.00
EN LIVE AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$550.00		0.00			
E 13	WPRI	10/08/14	10/10/14	530p Eyewitness News M-F M-F 530-6p News	CM	M-F 530-6p News	--WTF--	:30	3	\$550.00	P3	0.00	NM	3	\$1,650.00
EN LIVE AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$550.00		0.00			
E 14	WPRI	10/08/14	10/10/14	6p Eyewitness News M-F M-F 6-630p News	CM	M-F 6-630p News	--WTF--	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
EN AT SIX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$650.00		0.00			
E 15	WPRI	10/08/14	10/10/14	M-F 7-730p M-F 7-730p	CM	M-F 7-730p	--WTF--	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$650.00		0.00			
E 16	WPRI	10/08/14	10/10/14	M-F 730-8p M-F 730-8p	CM	M-F 730-8p	--WTF--	:30	3	\$800.00	P3	0.00	NM	5	\$2,410.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$800.00		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	WPRI	10/06/14-10/12/14		M-F 730-8p		M-F 730-8p	--WThF----	:30		<del>(\$800.00)</del>		0.00	NM		
See MG 16.4, 16.5, 16.6															
[na FB]															
4	WPRI	10/13/14-10/13/14		LN M-F		M-F 11pm News	M-----	:30		\$625.00		0.00	NM		
Ⓜ MG for 44.3, 16.2															
[mkgds per v.5]															
5	WPRI	10/14/14-10/14/14		5am Eyewitness News M-F		M-F 5a-6a News	-T-----	:30		\$175.00		0.00	NM		
Ⓜ MG for 44.3, 16.2															
[mkgds per v.5]															
6	WPRI	10/14/14-10/14/14		M-Thu 137-207a		M-F 137-207a	-T-----	:30		\$10.00		0.00	NM		
Ⓜ MG for 44.3, 16.2															
[mkgds per v.5]															
E 17	WPRI	10/08/14	10/12/14	LN M-Su Late News Rotator	CM	M-F 11-1135p/Wk	--WTF-S	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
EYEWIT NW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF-S					3	\$625.00		0.00			

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 Estimate: 2727

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WPRI	10/08/14	10/12/14	LN M-Su Late News Rotator	CM	M-F 11-1135p/Wk	--WTF-S	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
EYEWIT NW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF-S					3	\$625.00		0.00			
E 19	WPRI	10/08/14	10/10/14	Late Late Show Late Late Show M-F	CM	Late Late Show M	--WTF--	:30	2	\$25.00	P4	0.00	NM	2	\$50.00
LT-FERGUSN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					2	\$25.00		0.00			
E 20	WPRI	10/08/14	10/10/14	M-F 430a News M-F 430 News	CM	M-F 430a News	--WTF--	:30	3	\$25.00	P4	0.00	NM	3	\$75.00
EYEWIT NWS@430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					3	\$25.00		0.00			
E 21	WPRI	10/12/14	10/12/14	CBS Sunday Morning CBS News Sunday 9-1030a	CM	CBS News Sunday	-----S	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$475.00		0.00			
E 22	WPRI	10/12/14	10/12/14	Face the Nation Face The Nation	CM	Su 1030-11a	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
FACE NATN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$750.00		0.00			
E 23	WPRI	10/13/14	10/14/14	CBS This Morning The Early Show M-F 7-9a	CM	The Early Show M-MT	-----	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----					2	\$225.00		0.00			
E 29	WPRI	10/13/14	10/14/14	M-F 7-730p M-F 7-730p	CM	M-F 7-730p	MT-----	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----					2	\$650.00		0.00			
E 32	WPRI	10/13/14	10/14/14	M-F 430a News M-F 430 News	CM	M-F 430a News	MT-----	:30	2	\$25.00	P4	0.00	NM	2	\$50.00
EYEWIT NWS@430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----					2	\$25.00		0.00			
N 33	WPRI	10/08/14	10/10/14	6am Eyewitness News M M-F 6a-7a News	CM	M-F 6a-7a News	--WTF--	:30	1	\$700.00	P2	0.00	NM	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:		10/06/14	10/12/14	--WTF--					1	\$700.00		0.00			
N 34	WPRI	10/08/14	10/10/14	Let's Make a Deal Let's Make A Deal	CM	M-F 10-11a	--WTF--	:30	1	\$200.00	P3	0.00	NM	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:		10/06/14	10/12/14	--WTF--					1	\$200.00		0.00			
N 35	WPRI	10/08/14	10/10/14	12N Eyewitness News M 12N Eyewitness News M-F	CM	M-F 12-1230p	--WTF--	:30	1	\$500.00	P2	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:		10/06/14	10/12/14	--WTF--					1	\$500.00		0.00			
N 36	WPRI	10/08/14	10/10/14	M-F 3-4p M-F 3-4p	CM	M-F 3-4p	--WTF--	:30	2	\$150.00	P3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					2	\$150.00		0.00			
N 37	WPRI	10/08/14	10/10/14	M-F 430-5p M-F 430-5p	CM	M-F 430-5p	--WTF--	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--					1	\$375.00		0.00			

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 Product Desc: REED/S/D  
 Estimate: 2727

WPRI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 38	WPRI	10/13/14	10/14/14	Let's Make a Deal Let's Make A Deal	CM	M-F 10-11a	MT-----	:30	1	\$200.00	P3	0.00	NM	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:	10/13/14	10/19/14	MT-----		1			\$200.00		0.00				
N 39	WPRI	10/13/14	10/14/14	12N Eyewitness News M-F 12N Eyewitness News M-F	CM	M-F 12-1230p	MT-----	:30	1	\$500.00	P2	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:	10/13/14	10/19/14	MT-----		1			\$500.00		0.00				
N 40	WPRI	10/13/14	10/14/14	M-F 4-430p M-F 4-430p	CM	M-F 4-430p	MT-----	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/13/14	10/19/14	MT-----		1			\$375.00		0.00				
N 41	WPRI	10/13/14	10/14/14	M-F 430-5p M-F 430-5p	CM	M-F 430-5p	MT-----	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/13/14	10/19/14	MT-----		1			\$375.00		0.00				
N 42	WPRI	10/13/14	10/14/14	M-F 730-8p M-F 730-8p	CM	M-F 730-8p	MT-----	:30	1	\$1,600.00	P2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/13/14	10/19/14	MT-----		1			\$1,600.00		0.00				
N 43	WPRI	10/13/14	10/14/14	David Letterman Letterman M-F	CM	Letterman M-F 11:35p-12:35a	MT-----	:30	2	\$200.00	P3	0.00	NM	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:	10/13/14	10/19/14	MT-----		2			\$200.00		0.00				
N 44	WPRI	10/08/14	10/10/14	LF M-Su LF 1130p-2a	CM	M-Su LF 1130p-2a (1:37 XM-2:07 XM)	--WTF--	:30	3	\$10.00	P4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/06/14	10/12/14	--WTF--		3			\$10.00		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	WPRI	10/06/14-10/12/14	LF		M-Su LF 1130p-2a (1:37 XM-2:07 XM)	--WTF--	:30		(\$10.00)		0.00	NM		
	See MG 16.4, 16.5, 16.6 [RTM airs at 2:07 on Fridays]														
N 45	WPRI	10/13/14	10/14/14	LF M-Su LF 1130p-2a	CM	M-Su LF 1130p-2a (1:37 XM-2:07 XM)	MT-----	:30	1	\$10.00	P4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/13/14	10/19/14	MT-----		1			\$10.00		0.00				
Totals														63	\$22,465.00