

ORDER



Orders
Order / Rev: 8780020
Alt Order #: 08780020
Product Desc: VA EDUCATION ASSOC.
Estimate: 5589
Flight Dates: 09/12/17 - 09/25/17
Original Date / Rev: 09/08/17 / 09/19/17
Order Type: GENERAL

WSLS

Primary AE: HRP Washington
Sales Office: H-WAS
Sales Region: NAT

Agency
Name: Targeted Platform Media LLC
Buying Contact:
Billing Contact:
 1291 Hollywood Ave
 Annapolis, MD 21403

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

Advertiser
Name: ISS/VA Education Association
Demographic: A35-64
Product Codes: PL-Issue
Priority: P-1
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/17	09/24/17	121	\$20,985.00	\$17,837.25
09/25/17	09/25/17	11	\$1,830.00	\$1,555.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	121	\$20,985.00	\$17,837.25	0.00
October 2017	11	\$1,830.00	\$1,555.50	0.00
Totals	132	\$22,815.00	\$19,392.75	0.00

Account Executives

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

Order Share

Order Share	Share	Total
WSLS	28%	\$22,815.00
Market	100%	\$81,482.14

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$2,444.46
WDBJ	24%	\$19,555.71
WFXR	21%	\$17,111.25
WJPR	0%	\$0.00
WSET	24%	\$19,555.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSLS	09/12/17	09/25/17	10-11a Today Show III	CM	10-11a	MTWTF--	:30	3	\$90.00	P-1	0.00	NM	6	\$540.00
				10-11a Today Show III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--		3				\$90.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--		3				\$90.00		0.00			
N 2	WSLS	09/19/17	09/25/17	1135p-1237x Tonight Show	CM	1135p-1237x	MTWTF--	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/17	09/25/17	MTWTF--		1				\$140.00		0.00			

Order / Rev: 8780020
Alt Order #: 08780020
Flight Dates: 09/12/17 - 09/25/17

Advertiser: ISS/VA Education Association
Product Desc: VA EDUCATION ASSOC.
Estimate: 5589
WLSL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WLSL	09/12/17	09/25/17	1237-137x Late Night Late Show	CM	1237-137x	MTWTF--	:30	2	\$20.00	P-1	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					2	\$20.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					2	\$20.00		0.00			
N 4	WLSL	09/12/17	09/25/17	3-4p Hot Bench 3-4p Hot Bench	CM	3-4p	MTWTF--	:30	5	\$30.00	P-1	0.00	NM	10	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					5	\$30.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					5	\$30.00		0.00			
N 5	WLSL	09/12/17	09/25/17	4-5p Dr Phil 4-5p Dr Phil	CM	4-5p	MTWTF--	:30	3	\$125.00	P-1	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					3	\$125.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					3	\$125.00		0.00			
N 6	WLSL	09/12/17	09/25/17	5-530a Local News M-F 5-530a Local News M-F	CM	5-530a	MTWTF--	:30	2	\$50.00	P-1	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					2	\$50.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					2	\$50.00		0.00			
N 7	WLSL	09/12/17	09/25/17	5-530p Local News M-F 5-530p Local News M-F	CM	5-530p	MTWTF--	:30	4	\$135.00	P-1	0.00	NM	9	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					4	\$135.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					5	\$135.00		0.00			
N 8	WLSL	09/12/17	09/25/17	530-6p Local News M-F 530p-6p Local News M-F	CM	530-6p	MTWTF--	:30	5	\$175.00	P-1	0.00	NM	9	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					5	\$175.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					4	\$175.00		0.00			
N 9	WLSL	09/12/17	09/25/17	6-630p Local News M-F 6-630p Local News M-F	CM	6-630p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	10	\$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: 09/12/17	09/18/17	MTWTF--					5	\$300.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					5	\$300.00		0.00			
N 10	WLSL	09/12/17	09/25/17	6-7a Local News M-F 6-7a Local News M-F	CM	6-7a	MTWTF--	:30	8	\$175.00	P-1	0.00	NM	13	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					8	\$175.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					5	\$175.00		0.00			
N 11	WLSL	09/12/17	09/25/17	630p-7p Nightly News M-F 630-7p Nightly News	CM	630-7p	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	2	\$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: 09/12/17	09/18/17	MTWTF--					1	\$500.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					1	\$500.00		0.00			
N 12	WLSL	09/12/17	09/25/17	7-730p Local News 7-730p Local News M-F	CM	7-730p	MTWTF--	:30	5	\$125.00	P-1	0.00	NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/17	09/18/17	MTWTF--					5	\$125.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					5	\$125.00		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>		
	10	WLSL	09/19/17-09/25/17	7-730p Local News		7-730p	MTWThF----	:30		(\$125.00)		0.00	NM		
				Credited											
				[will mg new lines]											
N 13	WLSL	09/12/17	09/25/17	7-9a Today Show M-F 7-9a Today Show M-F	CM	7-9a	MTWTF--	:30	9	\$250.00	P-1	0.00	NM	19	\$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: 09/12/17	09/18/17	MTWTF--					9	\$250.00		0.00			
		Week: 09/19/17	09/25/17	MTWTF--					10	\$250.00		0.00			
N 14	WLSL	09/12/17	09/25/17		CM	730-8p	MTWTF--	:30	3	\$200.00	P-1	0.00	NM	4	\$800.00

Order / Rev: 8780020
Alt Order #: 08780020
Flight Dates: 09/12/17 - 09/25/17

Advertiser: ISS/VA Education Association
Product Desc: VA EDUCATION ASSOC.
Estimate: 5589
WSLS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/17	10/01/17	M-----			1			\$200.00		0.00			
N 25	WSLS	09/21/17	09/22/17	530-6a Local News M-F CM		530-6a	---TF--	:30	2	\$75.00	P-1	0.00	NM	2	\$150.00
		530-6a Local News M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	---TF--			2			\$75.00		0.00			
N 26	WSLS	09/21/17	09/22/17	1-2p Days Of Our Lives CM		1-2p	---TF--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		1-2p Days of Our Lives													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	---TF--			1			\$150.00		0.00			
													Totals	132	\$22,815.00