

Contract # 26017837 Agency: Smart Media Group CPE: WALKE/ORDR/523529 Changes as of: 5/22/2018 at 11:58 AM Flight: 5/23/18 - 5/29/18

Agency Order #: 30054951 Product: ORDR

SUITE #102 ALEXANDRIA, VA 22301

1427 LESLIE AVE

Buyer: berg, fran

Advertiser: Walker for State Senate

Primary Demo: Adults 35+

Service: Nielsen

Market: Montgomery Office: WASHINGTON

Total Spots: 16 **Total CPP:** \$41.55 **Total GRP:** 28.4

Con Type: POLITICAL/VOTE Total \$: \$1,180.00

Version: Current State Version 2

Station: WCOV

Assistant: CHRISTIAN MUNOZ 202-955-5342

Salesperson: CHRISTIAN MUNOZ 202-955-5342 Separation:

125 West 55th St New York, NY 10019

Comments: NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY, THANKS, FRAN

	M-F 3 9:35p-10:05p ANDY GRIFFITH \$50.00 1.7 5,600	2 9p-9:35p WCOV 9 OCLOCK LOCAL \$150.00 2.7 8,800	1 4p-5p ELLEN \$45.00 1.0 3,300	# Day/Time DP Program Rate Rating ssion	
TOTALS:					
LS:	30	30	30	Len 5/23 5/24 5/25 5/26 5/27	
4	2		_	/23 5	1
4	2	_	_	5/24	
4	2		_	5/25	
0	0	0	0	5/26	
0	0	0	0		
0	0	0	0	5/28 5/29	5/23 - 5/29
4	2	_	_	5/29	5/29
16	8	4	4	Spots	Total
		4	4	o	_
\$1,180.00 \$41.55	\$400.00 \$	\$600.00 \$	\$180.00 \$45.00	4	Total
41.55	29.41	\$55.56	45.00	CPP*	
28.4	13.6	10.8	4.0	CPP* GRP*	







ALEXANDRIA, VA

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Salesperson: CHRISTIAN MUNOZ 202-955-5342 Assistant: CHRISTIAN MUNOZ 202-955-5342

Separation:

Special Instructions

125 West 55th St New York, NY 10019

Date/Time

Added by

Comment

Order Level Comments

RISTIAN MUNOZ NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANK: RISTIAN MUNOZ NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANK: RISTIAN MUNOZ NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANK: Daypart Summa Day/Time % Distrib Spots 100% 16 Total 100% 16	4.1.0000						
NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANK NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANK rmation Day/Time % Distrib Spots 100% 16	\$1 180 00	16	100%	Total			Comment:
NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANKS, NEW ORDER FOR WALKER sd-24 5/23-5/29 PLS BOOK IMMEDIATELY. THANKS, rmation Daypart Summary Daypart Summary Daypart Summary	\$1,180.00	16	100%			100%	VVCOV Snare:
rmatio	Dollars	Spots	% Distrib	Day/Time		\$980	Market Budget: \$980
	ummary	Daypart S			ion	Competitive Informat	
	HANKS, FRAN	EDIATELY. TI	PLS BOOK IMMI	sd-24 5/23-5/29	NEW ORDER FOR WALKER	CHRISTIAN MUNOZ	5/21/18 3:48 PM
	HANKS, FRAN	EDIATELY. TI	PLS BOOK IMMI	sd-24 5/23-5/29	NEW ORDER FOR WALKER	CHRISTIAN MUNOZ	5/21/18 3:48 PM

Competitive Unknown

		Daypart Summary	mmary		
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	\$1,180.00	\$41.55	28.4
Total	100%	16	\$1,180.00	\$41.55	28.4

\$1,180.00	16	Total	
\$295.00	4	2018-Jun	28.4
\$885.00	12	2018-May	28.4
Dollars	Spots	Month	GRP
	Monthly Summary	Mor	

Trans	Created/Received Created by	Created by	Status	Spot+	Spot-	\$ Chg	Contract	\$ Comment
Queued for Electronic					-			
Contracting	5/22/18 11:58 AM					\$0	\$0	
Revision	5/21/18 3:48 PM	5/21/18 3:48 PM CHRISTIAN MUNOZ	Confirmed			\$200 00	\$1 180 00	Changes: Calculated Dollars from \$980.00 to \$1,180.00, Total CPP from \$34.51 to \$41.55, Origuser Entered Dollars to \$980.00, User Entered \$ from \$0.00 to \$1,180.00, Total \$ from \$0.00 to \$1,180.00,
New	5/21/18 3:47 PM	5/21/18 3:47 PM CHRISTIAN MUNOZ	New	16		\$980.00	\$980.00	

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ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.