

ORDER



Orders
Order / Rev: 2008094
Alt Order #: WOC12518827
Product Desc: Political
Estimate: 167
Flight Dates: 10/13/20 - 10/19/20
Original Date / Rev: 06/01/20 / 06/01/20
Order Type: RFP

Primary AE: Jim Quinn
Sales Office: TSPHI
Sales Region: NAT

Agency Name: Grassroots Media LLC/ POL
Buying Contact:
Billing Contact:
 2 Bala Plaza Suite 300
 Bala Cynwyd, PA 19004

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

Advertiser Name: POL/ Sara Gideon / D / US Senate / ME
Demographic: A35+
Product Codes: PL-US Senate
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru:
Advertiser External ID: 147579
Agency External ID: 50414AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/19/20	10	\$1,600.00	\$1,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	10	\$1,600.00	\$1,360.00	0.00
Totals	10	\$1,600.00	\$1,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WLBZ	24%	\$1,600.00
Market	100%	\$6,666.67

Competitive Share

	Share	Total
ABAN	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WABI	46%	\$3,066.67
WBGR	0%	\$0.00
WFBX	6%	\$400.00
WMEB	0%	\$0.00
WMED	0%	\$0.00
WVII	24%	\$1,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLBZ	10/13/20	10/16/20	Local News @ 530p M-FCM NEWS CENTER-5:30		530-6p	-- 1- 1--	:30	2	\$90.00	P04	0.00	NM	2	\$180.00
(Program: NEWS CENTER-5:30)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/20	10/18/20	-- 1- 1--		2		\$90.00		0.00					
N 2	WLBZ	10/13/20	10/19/20	Local News @ 5p M-F CM NEWS CENTER-5:00		5-530p	11- 1---	:30	3	\$80.00	P04	0.00	NM	3	\$240.00

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 Estimate: 167
WLBZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: NEWS CENTER-5:00)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/13/20	10/19/20	11-1---		3			\$80.00			0.00			
N 3	WLBZ	10/13/20	10/18/20	NFL Su FB Night in Ame	CM	NFL Su FB Night in	-----1	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
NFL FOOTBALL NIGHT IN AME															
(Program: NFL FOOTBALL NIGHT IN AMERICA)SPORTSES (sell) - Estimate is based on the average Sep-Dec'19 delivery of Football Night in America (Sun/7p) on WLBZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1		1			\$250.00			0.00			
N 4	WLBZ	10/13/20	10/17/20	Local News @ 6a Sa	CM	6a-7a	-----1-	:30	1	\$110.00	P04	0.00	NM	1	\$110.00
NEWS CENTER MORN RPT S/															
(Program: NEWS CENTER MORN RPT SA)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1-		1			\$110.00			0.00			
N 5	WLBZ	10/13/20	10/17/20	Saturday Night Live	CM	1130p-105a	-----1-	:30	1	\$45.00	P04	0.00	NM	1	\$45.00
SATURDAY NIGHT LIVE															
(Program: SATURDAY NIGHT LIVE)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1-		1			\$45.00			0.00			
N 6	WLBZ	10/13/20	10/17/20	Today Show Sa	CM	7a-9a	-----1-	:30	1	\$125.00	P04	0.00	NM	1	\$125.00
TODAY SAT NBC															
(Program: TODAY SAT NBC)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1-		1			\$125.00			0.00			
N 7	WLBZ	10/13/20	10/18/20	Meet the Press	CM	Meet the Press	-----1	:30	1	\$650.00	P04	0.00	NM	1	\$650.00
MEET PRESS-SUN															
(Program: MEET PRESS-SUN)Nov/2019LS (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1		1			\$650.00			0.00			
													Totals	10	\$1,600.00