

# ORDER

**WOOD Grand Rapids**

**Orders**

**Order / Rev:** 947184

Alt Order #: 25320611

Product Desc: MI CD-6

Estimate:

Flight Dates: 10/17/16 - 10/23/16

Original Date / Rev: 09/29/16 / 10/14/16

Order Type: REG

Primary AE: Katz Washington

Sales Office: K-WAS

Sales Region: Nat

**Agency**

**Name:** Jamestown Associates

Buying Contact:

Billing Contact:

5 Mapleton Road

Princeton, NJ 08540

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** POL/Fred Upton for Congress

Demographic: A35-54

Product Codes: PL1

Priority: P5

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN11165/SP1819/AU5881

Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/23/16	42	\$18,400.00	\$15,640.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	42	\$18,400.00	\$15,640.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$18,400.00</b>	<b>\$15,640.00</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
WOOD Grand Rapids	22%	\$18,400.00
Market	100%	\$83,636.36

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	1%	\$836.36
WTLJ	0%	\$0.00
WWMT	57%	\$47,672.73
WXMI	10%	\$8,363.64
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	10%	\$8,363.64

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/17/16	10/21/16	5am Daybreak	CM	5a-6am	MTWTF--	1:00	3	\$150.00	P5	0.00	NM	3	\$450.00
				5am Daybreak											
	NEWS														
		<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	MTWTF--		3		\$150.00		0.00					
E 2	WOOD	10/17/16	10/21/16		CM	6-7a	MTWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00

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WOOD Grand Rapids

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6am Daybreak															
6am Daybreak															
NEWS															
		<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		10/17/16	10/23/16	MTWTF--	1		\$200.00		0.00						
E 3	WOOD	10/17/16	10/21/16	Today Show M-F	CM	658-9a	MTWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
Today Show															
TODAY															
		<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		10/17/16	10/23/16	MTWTF--	1		\$200.00		0.00						
E 4	WOOD	10/17/16	10/21/16	Today Show II	CM	9-10a	MTWTF--	1:00	3	\$250.00	P5	0.00	NM	3	\$750.00
Today Show 2															
TODAY SHOW II															
		<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		10/17/16	10/23/16	MTWTF--	3		\$250.00		0.00						
E 5	WOOD	10/17/16	10/21/16	Today Show III	CM	10-11a	MTWTF--	1:00	2	\$150.00	P5	0.00	NM	2	\$300.00
Today Show 3															
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: 10/17/16		10/17/16	10/23/16	MTWTF--	2		\$150.00		0.00						
E 6	WOOD	10/17/16	10/21/16	Noon News	CM	12-1p	MTWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
News 8 @ Noon															
NOON NEWS															
		<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		10/17/16	10/23/16	MTWTF--	1		\$100.00		0.00						
E 7	WOOD	10/17/16	10/21/16	M-F 5p News	CM	5-530p	MTWTF--	1:00	3	\$600.00	P5	0.00	NM	3	\$1,800.00
M-F News 8 @ 5p															
5P NEWS															
		<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		10/17/16	10/23/16	MTWTF--	3		\$600.00		0.00						
E 8	WOOD	10/17/16	10/21/16	M-F 530p News	CM	530-6p	MTWTF--	:30	1	\$375.00	P5	0.00	NM	1	\$375.00
M-F News 8 @ 530p															
530P NEWS															
		<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		10/17/16	10/23/16	MTWTF--	1		\$375.00		0.00						
E 9	WOOD	10/17/16	10/21/16	M-F 6p News	CM	6-630p	MTWTF--	1:00	3	\$1,000.00	P5	0.00	NM	3	\$3,000.00
M-F News 8 @ 6p															
6P NEWS															
		<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		10/17/16	10/23/16	MTWTF--	3		\$1,000.00		0.00						
E 10	WOOD	10/17/16	10/21/16	NBC Nightly News WKD	CM	628-7p	MTWTF--	:30	1	\$650.00	P5	0.00	NM	1	\$650.00
NBC Nightly News															
NBC NEWS															
		<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		10/17/16	10/23/16	MTWTF--	1		\$650.00		0.00						
E 11	WOOD	10/17/16	10/21/16	LN M-F	CM	11-1135p	MTWTF--	:30	1	\$450.00	P5	0.00	NM	1	\$450.00
M-F News 8 @ 11															
11P NEWS															
		<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		10/17/16	10/23/16	MTWTF--	1		\$450.00		0.00						
E 12	WOOD	10/22/16	10/22/16	Daybreak Sat @7am	CM	658-8a	-----S-	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
Daybreak Sat@7am															
NEWS															
		<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		10/17/16	10/23/16	-----S-	1		\$125.00		0.00						
E 13	WOOD	10/22/16	10/22/16	Today Show Sa	CM	758-10a	-----S-	:30	1	\$150.00	P5	0.00	NM	1	\$150.00
Today Show Saturday															
SAT TODAY															
		<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		10/17/16	10/23/16	-----S-	1		\$150.00		0.00						
E 14	WOOD	10/22/16	10/22/16		CM	6-7p	-----S-	:30	1	\$200.00	P5	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 6p News 8 Sat News 8 @6p SAT EN <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 -----S- 1 \$200.00 0.00															
E 15	WOOD	10/23/16	10/23/16	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
NEWS <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 -----S 1 \$50.00 0.00															
E 16	WOOD	10/23/16	10/23/16	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	1:00	1	\$150.00	P5	0.00	NM	1	\$150.00
NEWS <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 -----S 1 \$150.00 0.00															
E 17	WOOD	10/23/16	10/23/16	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
SUN TODAY <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 -----S 1 \$200.00 0.00															
E 18	WOOD	10/23/16	10/23/16	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	1	\$350.00	P5	0.00	NM	1	\$350.00
SUN EN <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 -----S 1 \$350.00 0.00															
N 19	WOOD	10/17/16	10/21/16	6am Daybreak 6am Daybreak	CM	6-7a	MTWTF--	1:00	3	\$400.00	P5	0.00	NM	3	\$1,200.00
NEWS <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 MTWTF-- 3 \$400.00 0.00															
N 20	WOOD	10/17/16	10/21/16	Today Show M-F Today Show	CM	658-9a	MTWTF--	1:00	3	\$700.00	P4	0.00	NM	3	\$2,100.00
TODAY <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 MTWTF-- 3 \$700.00 0.00															
N 21	WOOD	10/17/16	10/21/16	Noon News News 8 @ Noon	CM	12-1p	MTWTF--	1:00	2	\$200.00	P5	0.00	NM	2	\$400.00
NOON NEWS <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 MTWTF-- 2 \$200.00 0.00															
N 22	WOOD	10/17/16	10/21/16	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MTWTF--	1:00	2	\$750.00	P5	0.00	NM	2	\$1,500.00
530P NEWS <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 MTWTF-- 2 \$750.00 0.00															
N 23	WOOD	10/17/16	10/21/16	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	1:00	3	\$900.00	P5	0.00	NM	3	\$2,700.00
11P NEWS <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 MTWTF-- 3 \$900.00 0.00															
N 24	WOOD	10/22/16	10/22/16	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	1:00	1	\$300.00	P5	0.00	NM	1	\$300.00
SAT TODAY <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 -----S- 1 \$300.00 0.00															
N 25	WOOD	10/23/16	10/23/16	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	1:00	1	\$700.00	P5	0.00	NM	1	\$700.00
SUN EN <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 -----S 1 \$700.00 0.00															
													Totals	42	\$18,400.00