

ORDER



Orders
Order / Rev: 1537341
Alt Order #: 08270638
Product Desc: PRIORITIES
Estimate: 4561
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 06/15/16 / 10/17/16
Order Type: Political

WBTV

Primary AE: Cheryl Long
Sales Office: T-DC
Sales Region: National

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/Priorities USA Action
Demographic: A35+
Product Codes: PL20
Priority: P 3
Revenue Codes: Agency, Political, Pol-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
09/26/16	10/24/16	37	\$106,550.00	\$90,567.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	37	\$106,550.00	\$90,567.50	0.00
Totals	37	\$106,550.00	\$90,567.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cheryl Long			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WBTV	27%	\$106,550.00
Market	100%	\$394,629.63

Competitive Share

	Share	Total
WAXN	2%	\$7,892.59
WBTVn	0%	\$0.00
WBTVt	0%	\$0.00
WCCB	1%	\$3,946.30
WCNC	18%	\$71,033.33
WHKY	0%	\$0.00
WJZY	1%	\$3,946.30
WMYT	1%	\$3,946.30
WNSC	0%	\$0.00
WSOC	50%	\$197,314.81
WTVI	0%	\$0.00
WUNE	0%	\$0.00
WUNG	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBTV	10/18/16	10/24/16	Let's Make A Deal (10-11a)	Comm	958a-11a	MTWTF--	:30	2	\$1,200.00	P 3	0.00	NM	2	\$2,400.00
Let's Make A Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			2			\$1,200.00		0.00			
E 3	WBTV	10/18/16	10/24/16		Comm	11a-12p	MTWTF--	:30	2	\$2,200.00	P 3	0.00	NM	2	\$4,400.00

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WBTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NET Price Is Right Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$2,200.00		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	WBTV	10/18/16-10/24/16		NET Price Is Right		11a-12p	MTWThF----	:30		(\$2,200.00)		0.00	NM		
See MG 3.3 [POLITICAL CANDIDATE]															
3	NBTV	10/24/16-10/24/16		WBTV News at Noon		12-12:30p	M-----	:30		\$2,200.00		0.00	NM		
Ⓜ MG for 3.2 10/24															
E 9	WBTV	10/18/16	10/24/16	WBTV News 430a	Comm	430-5a	MTWTF--	:30	1	\$650.00	P 3	0.00	NM	1	\$650.00
				WBTV News 430a	(4:30 XM-4:59 XM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					1	\$650.00		0.00			
E 11	WBTV	10/18/16	10/24/16	WBTV News 5a	Comm	5-530a	MTWTF--	:30	1	\$1,300.00	P 3	0.00	NM	1	\$1,300.00
				WBTV News 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					1	\$1,300.00		0.00			
E 13	WBTV	10/18/16	10/24/16	WBTV News 530a	Comm	530-6a	MTWTF--	:30	1	\$1,600.00	P 3	0.00	NM	1	\$1,600.00
				WBTV News 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					1	\$1,600.00		0.00			
E 15	WBTV	10/18/16	10/24/16	WBTV News at 6p	Comm	M-F 6p-630p	MTWTF--	:30	2	\$3,800.00	P 3	0.00	NM	2	\$7,600.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$3,800.00		0.00			
E 16	WBTV	10/18/16	10/24/16	WBTV News 6a	Comm	6-7a	MTWTF--	:30	3	\$2,300.00	P 3	0.00	NM	3	\$6,900.00
				WBTV News 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$2,300.00		0.00			
E 17	WBTV	10/18/16	10/24/16	WBTV News Primetime	Comm	M-F 7p-730p	MTWTF--	:30	2	\$2,500.00	P 3	0.00	NM	2	\$5,000.00
				WBTV News Primetime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$2,500.00		0.00			
E 18	WBTV	10/18/16	10/24/16	NET CBS AM Network News	Comm	7-9a	MTWTF--	:30	3	\$1,900.00	P 3	0.00	NM	3	\$5,700.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$1,900.00		0.00			
E 19	WBTV	10/18/16	10/24/16	WBTV Access Hollywood	Comm	7:30-7:58p	MTWTF--	:30	2	\$1,800.00	P 3	0.00	NM	2	\$3,600.00
				Access Hollywood											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$1,800.00		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	WBTV	10/18/16-10/24/16		WBTV Access Hollywood		7:30-7:58p	MTWThF----	:30		(\$1,800.00)		0.00	NM		
See MG 19.3 [Program Change]															
3	NBTV	10/18/16-10/24/16		NET CBS AM Network News 7-9a			-TWThF----	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 19.2 10/20															
E 20	WBTV	10/18/16	10/24/16	LOC Morning Break	Comm	9a-10a	MTWTF--	:30	2	\$900.00	P 3	0.00	NM	2	\$1,800.00
				LOC Morning Break											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$900.00		0.00			
E 21	WBTV	10/22/16	10/22/16	WBTV Sat 6a News	Comm	6-7a	-----1-	:30	1	\$1,400.00	P 3	0.00	NM	1	\$1,400.00
				WBTV Sat 6a 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	-----1-					1	\$1,400.00		0.00			
E 22	WBTV	10/23/16	10/23/16	WBTV Sun 5a News	Comm	5-6a	-----1	:30	1	\$700.00	P 3	0.00	NM	1	\$700.00
				WBTV Sun Am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 22	WBTV	10/23/16	10/23/16	WBTV Sun 5a News WBTV Sun Am News	Comm	5-6a	-----1	:30	1	\$700.00	P 3	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:		10/17/16	10/23/16	-----1	1		\$700.00		0.00						
E 23	WBTV	10/23/16	10/23/16	NET CBS Sunday Morn CBS Sunday Morning	Comm	9-1030a	-----1	:30	1	\$2,600.00	P 3	0.00	NM	1	\$2,600.00
Week:		10/17/16	10/23/16	-----1	1		\$2,600.00		0.00						
E 24	WBTV	10/20/16	10/20/16	NET Thur Hour 1 Big Bang/Great Indoors	Comm	8-9p	---1---	:30	1	\$12,000.00	P 3	0.00	NM	1	\$12,000.00
Week:		10/17/16	10/23/16	---1---	1		\$12,000.00		0.00						
Spot		<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>				
1		WBTV	10/17/16-10/23/16	NET Thur Hour 1 See MG 24.2 [NFL FOOTBALL]	8-9p		---Th----	:30	\$12,000.00	0.00	NM				
2		WBTV	10/24/16-10/24/16	NET Mon Hour 3 MG for 24.1 10/20	10-11p		M-----	:30	\$12,000.00	0.00	NM				
N 25	WBTV	10/18/16	10/24/16	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	MTW-F--	1:00	1	\$6,200.00	P 3	0.00	NM	1	\$6,200.00
Week:		10/18/16	10/24/16	MTW-F--	1		\$6,200.00		0.00						
N 26	WBTV	10/18/16	10/24/16	CBS Soaps CBS Soaps	Comm	CBS Soaps	MTWTF--	1:00	1	\$4,000.00	P 3	0.00	NM	1	\$4,000.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$4,000.00		0.00						
N 27	WBTV	10/18/16	10/24/16	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	MTWTF--	1:00	1	\$5,200.00	P 3	0.00	NM	1	\$5,200.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$5,200.00		0.00						
N 28	WBTV	10/18/16	10/24/16	The Talk (2-3p) The Talk	Comm	2p-3p	MTWTF--	1:00	1	\$2,600.00	P 3	0.00	NM	1	\$2,600.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$2,600.00		0.00						
N 29	WBTV	10/18/16	10/24/16	Steve Harvey (3-4) Steve Harvey	Comm	3-4pm	MTWTF--	1:00	1	\$3,000.00	P 3	0.00	NM	1	\$3,000.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$3,000.00		0.00						
N 30	WBTV	10/18/16	10/24/16	WBTV News 4p WBTV News at 4p	Comm	M-F 4-4.30p	MTWTF--	1:00	1	\$4,000.00	P 3	0.00	NM	1	\$4,000.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$4,000.00		0.00						
N 31	WBTV	10/18/16	10/24/16	WBTV News 430a WBTV News 430a	Comm	430-5a (4:30 XM-4:59 XM)	MTWTF--	1:00	1	\$1,300.00	P 3	0.00	NM	1	\$1,300.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$1,300.00		0.00						
N 32	WBTV	10/18/16	10/24/16	WBTV News 4.30p WBTV News at 4.30p	Comm	M-F 4.30p-5p	MTWTF--	1:00	1	\$4,600.00	P 3	0.00	NM	1	\$4,600.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$4,600.00		0.00						
N 33	WBTV	10/18/16	10/24/16	WBTV News 5a WBTV News 5a	Comm	5-530a	MTWTF--	1:00	1	\$2,600.00	P 3	0.00	NM	1	\$2,600.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$2,600.00		0.00						
N 34	WBTV	10/18/16	10/24/16	WBTV News 5p WBTV News at 5p	Comm	5p-5:30p	MTWTF--	1:00	1	\$6,000.00	P 3	0.00	NM	1	\$6,000.00
Week:		10/18/16	10/24/16	MTWTF--	1		\$6,000.00		0.00						
N 35	WBTV	10/18/16	10/24/16		Comm	530-6a	MTWTF--	1:00	1	\$3,200.00	P 3	0.00	NM	1	\$3,200.00

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WBTV News 530a															
WBTV News 530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/16	10/24/16	MTWTF--	1		\$3,200.00		0.00						
N36	WBTV	10/18/16	10/24/16	WBTV News a 5:30p	Comm	M-F 530p-6p	MTWTF--	1:00	1	\$6,200.00	P 3	0.00	NM	1	\$6,200.00
WBTV News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/16	10/24/16	MTWTF--	1		\$6,200.00		0.00						
													Totals	37	\$106,550.00