

ORDER



Orders
Order / Rev: 1537349
Alt Order #: 08270654
Product Desc: PRIORITIES
Estimate: 4559
Flight Dates: 10/04/16 - 10/10/16
Original Date / Rev: 06/15/16 / 07/20/16
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	10/10/16	51	\$123,200.00	\$104,720.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	51	\$123,200.00	\$104,720.00	0.00
Totals	51	\$123,200.00	\$104,720.00	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

Order Share	Share	Total
WBTV	27%	\$123,200.00
Market	100%	\$456,296.30

Competitive Share

Competitive Share	Share	Total
WAXN	2%	\$9,125.93
WBTVn	0%	\$0.00
WBTVt	0%	\$0.00
WCCB	1%	\$4,562.96
WCNC	18%	\$82,133.33
WHKY	0%	\$0.00
WJZY	1%	\$4,562.96
WMYT	1%	\$4,562.96
WNSC	0%	\$0.00
WSOC	50%	\$228,148.15
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	10/04/16	10/10/16	Let's Make A Deal (10-11a) Let's Make A Deal	Comm	958a-11a	MTWTF--	:30	2	\$1,200.00	P 3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/04/16	10/10/16	MTWTF--		2		\$1,200.00		0.00					
E 2	WBTV	10/04/16	10/10/16		Comm	11p-1135p	MTWTF--	:30	2	\$3,100.00	P 3	0.00	NM	2	\$6,200.00

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WBTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WBTV News at 11p WBTV News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$3,100.00	0.00								
E 3	WBTV	10/04/16	10/10/16	NET Price Is Right Price Is Right	Comm	11a-12p	MTWTF--	:30	2	\$2,200.00	P 3	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$2,200.00	0.00								
E 4	WBTV	10/04/16	10/10/16	CBS Soaps CBS Soaps	Comm	CBS Soaps	MTWTF--	:30	2	\$2,000.00	P 3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$2,000.00	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	10/04/16-10/10/16	CBS Soaps	CBS Soaps	MTWThF----	:30	(\$2,000.00)	0.00	NM						
See MG 4.3 [NO AVAIL]															
3	WBTV	10/04/16-10/10/16	WBTV News at Noon	12-12:30p	MTWThF----	:30	\$2,000.00	0.00	NM						
Ⓜ MG for 4.2 10/04															
E 5	WBTV	10/04/16	10/10/16	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	MTWTF--	:30	2	\$2,600.00	P 3	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$2,600.00	0.00								
E 6	WBTV	10/04/16	10/10/16	The Talk (2-3p) The Talk	Comm	2p-3p	MTWTF--	:30	2	\$1,300.00	P 3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$1,300.00	0.00								
E 7	WBTV	10/04/16	10/10/16	Steve Harvey (3-4) Steve Harvey	Comm	3-4pm	MTWTF--	:30	2	\$1,500.00	P 3	0.00	NM	2	\$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:		10/04/16	10/10/16	MTWTF--	2	\$1,500.00	0.00								
E 8	WBTV	10/04/16	10/10/16	WBTV News 4p WBTV News at 4p	Comm	M-F 4-4.30p	MTWTF--	:30	2	\$2,000.00	P 3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$2,000.00	0.00								
E 9	WBTV	10/04/16	10/10/16	WBTV News 430a WBTV News 430a (4:30 XM-4:59 XM)	Comm	430-5a	MTWTF--	:30	4	\$650.00	P 3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	4	\$650.00	0.00								
E 10	WBTV	10/04/16	10/10/16	WBTV News 4.30p WBTV News at 4.30p	Comm	M-F 4.30p-5p	MTWTF--	:30	2	\$2,300.00	P 3	0.00	NM	2	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$2,300.00	0.00								
E 11	WBTV	10/04/16	10/10/16	WBTV News 5a WBTV News 5a	Comm	5-530a	MTWTF--	:30	3	\$1,300.00	P 3	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	3	\$1,300.00	0.00								
E 12	WBTV	10/04/16	10/10/16	WBTV News 5p WBTV News at 5p	Comm	5p-5:30p	MTWTF--	:30	2	\$3,000.00	P 3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$3,000.00	0.00								
E 13	WBTV	10/04/16	10/10/16	WBTV News 530a WBTV News 530a	Comm	530-6a	MTWTF--	:30	3	\$1,600.00	P 3	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	3	\$1,600.00	0.00								
E 14	WBTV	10/04/16	10/10/16	WBTV News a 5:30p WBTV News at 530p	Comm	M-F 530p-6p	MTWTF--	:30	2	\$3,100.00	P 3	0.00	NM	2	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/16	10/10/16	MTWTF--	2	\$3,100.00	0.00								
E 15	WBTV	10/04/16	10/10/16		Comm	M-F 6p-630p	MTWTF--	:30	2	\$3,800.00	P 3	0.00	NM	2	\$7,600.00

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WBTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WBTV News at 6p											
				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:		10/04/16	10/10/16	MTWTF--	2	\$3,800.00	0.00								
E 16	WBTV	10/04/16	10/10/16	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:		10/04/16	10/10/16	MTWTF--	3	\$2,300.00	0.00								
E 17	WBTV	10/04/16	10/10/16	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:		10/04/16	10/10/16	MTWTF--	2	\$2,500.00	0.00								
E 18	WBTV	10/04/16	10/10/16	NET CBS AM Network	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:		10/04/16	10/10/16	MTWTF--	3	\$1,900.00	0.00								
E 19	WBTV	10/04/16	10/10/16	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:		10/04/16	10/10/16	MTWTF--	2	\$1,800.00	0.00								
E 20	WBTV	10/04/16	10/10/16	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:		10/04/16	10/10/16	MTWTF--	2	\$900.00	0.00								
E 21	WBTV	10/08/16	10/08/16	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:		10/03/16	10/09/16	-----1-	1	\$1,400.00	0.00								
E 22	WBTV	10/09/16	10/09/16	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>								
Week:		10/03/16	10/09/16	-----1	1	\$700.00	0.00								
E 23	WBTV	10/09/16	10/09/16	NET CBS Sunday Morn	Comm	9-1030a	-----1	:30	1	\$2,600.00	P 3	0.00	NM	1	\$2,600.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/16	10/09/16	-----1	1	\$2,600.00	0.00								
E 24	WBTV	10/06/16	10/06/16	NET Thur Hour 1	Comm	8-9p	---1---	:30	1	\$12,000.00	P 3	0.00	NM	1	\$12,000.00
				Big Bang/Great Indoors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/16	10/09/16	---1---	1	\$12,000.00	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>						
1	WBTV	10/03/16-10/09/16	NET Thur Hour 1	8-9p	---Th-----	:30	\$12,000.00	0.00	NM						
See MG 24.2															
[NFL FOOTBALL]															
2	WBTV	10/10/16-10/10/16	NET Mon Hour 3	10-11p	M-----	:30	\$12,000.00	0.00	NM						
Ⓜ MG for 24.1 10/06															
E 25	WBTV	10/04/16	10/04/16	NET Tue Hour 1	Comm	8-9p	-1-----	:30	1	\$16,000.00	P 3	0.00	NM	1	\$16,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/16	10/09/16	-1-----	1	\$16,000.00	0.00								

Totals 51 \$123,200.00