

ORDER



Orders	Order / Rev:	1262150
	Alt Order #:	25775916
	Product Desc:	10/27-10/30 PADAM
	Estimate:	5174
	Flight Dates:	10/27/17 - 10/31/17
	Original Date / Rev:	10/25/17 / 10/25/17
	Order Type:	REG

WVBT Norfolk

Primary AE:	Katz Washington
Sales Office:	K-WAS
Sales Region:	Nat

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		210 West Pennsylvania Avenue
		Towson, MD 21204

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

Advertiser	Name:	POL/John Adams/VA/AG/R
	Demographic:	A35+
	Product Codes:	PL17
	Priority:	P4
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967
Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/29/17	3	\$285.00	\$242.25
10/30/17	10/31/17	10	\$930.00	\$790.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	3	\$285.00	\$242.25	0.00
November 2017	10	\$930.00	\$790.50	0.00
Totals	13	\$1,215.00	\$1,032.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT Norfolk	2%	\$1,215.00
Market	100%	\$60,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	30%	\$18,225.00
WAVY	38%	\$23,085.00
WGNT	3%	\$1,822.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	25%	\$15,187.50
WTVZ	2%	\$1,215.00
WVEC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WVBT	10/27/17	10/27/17	WAVY News 10 @8a onGM WAVY News 10 @8a on FOX43		WAVY News 10 @----	F--	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
WAVY News at 8am															

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 Flight Dates: 10/27/17 - 10/31/17

Advertiser: POL/John Adams/VA/AG/R
 Product Desc: 10/27-10/30 PADAM
 Estimate: 5174

WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/17	10/29/17	----F--			1		\$75.00		0.00				
N 3	WVBT	10/30/17	10/30/17	WAVY News 10 @8a on FOX43	CM	WAVY News 10 @8a on FOX43	-----	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
		WAVY News at 8am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	M-----			2		\$75.00		0.00				
N 4	WVBT	10/31/17	10/31/17	WAVY News 10 @8a on FOX43	CM	WAVY News 10 @8a on FOX43	-T-----	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
		WAVY News at 8am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	-T-----			2		\$75.00		0.00				
N 5	WVBT	10/27/17	10/27/17	WAVY News 10 @7a on FOX43	CM	WAVY News 10 @7a on FOX43	----F--	:30	1	\$85.00	P4	0.00	NM	1	\$85.00
		WAVY News at 7am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/17	10/29/17	----F--			1		\$85.00		0.00				
N 6	WVBT	10/30/17	10/30/17	WAVY News 10 @7a on FOX43	CM	WAVY News 10 @7a on FOX43	-----	:30	1	\$85.00	P4	0.00	NM	1	\$85.00
		WAVY News at 7am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	M-----			1		\$85.00		0.00				
N 7	WVBT	10/31/17	10/31/17	WAVY News 10 @7a on FOX43	CM	WAVY News 10 @7a on FOX43	-T-----	:30	2	\$85.00	P4	0.00	NM	2	\$170.00
		WAVY News at 7am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	-T-----			2		\$85.00		0.00				
N 8	WVBT	10/27/17	10/27/17	WAVY News @ 7p on FOX43	CM	WAVY News @ 7p on FOX43	----F--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		WAVY News 10 @ 7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/17	10/29/17	----F--			1		\$125.00		0.00				
N 9	WVBT	10/30/17	10/30/17	WAVY News @ 7p on FOX43	CM	WAVY News @ 7p on FOX43	-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		WAVY News 10 @ 7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	M-----			1		\$125.00		0.00				
N 10	WVBT	10/31/17	10/31/17	WAVY News @ 7p on FOX43	CM	WAVY News @ 7p on FOX43	-T-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		WAVY News 10 @ 7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	-T-----			2		\$125.00		0.00				
													Totals	13	\$1,215.00