

# ORDER



**Orders**  
**Order / Rev:** 1196960  
**Alt Order #:** 25702320  
**Product Desc:** PADAM  
**Estimate:** 4895  
**Flight Dates:** 08/29/17 - 09/07/17  
**Original Date / Rev:** 08/29/17 / 08/29/17  
**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
08/28/17	09/07/17	12	\$2,400.00	\$2,040.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	12	\$2,400.00	\$2,040.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$2,400.00</b>	<b>\$2,040.00</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

Order Share	Share	Total
WVBT Norfolk	5%	\$2,400.00
Market	100%	\$48,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	25%	\$12,000.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	30%	\$14,400.00
WTVZ	0%	\$0.00
WVEC	40%	\$19,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	08/30/17	08/30/17	WAVY News @ 7p on FOX43	COM	WAVY News @ 7p--W----		:30	1	\$100.00	P4	0.00	NM	1	\$100.00
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: 08/28/17		08/28/17	09/03/17	--W----			1			\$100.00		0.00			

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Advertiser: POL/John Adams/VA/AG/R  
 Product Desc: PADAM  
 Estimate: 4895

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: 08/28/17		08/28/17	09/03/17	--W----		1			\$100.00	0.00					
N 2	WVBT	08/31/17	08/31/17	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	--T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		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: 08/28/17		08/28/17	09/03/17	---T---		1			\$100.00	0.00					
N 3	WVBT	09/01/17	09/01/17	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	----F--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		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: 08/28/17		08/28/17	09/03/17	----F--		1			\$100.00	0.00					
N 4	WVBT	09/05/17	09/05/17	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	-T-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		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: 09/04/17		09/04/17	09/10/17	-T-----		1			\$100.00	0.00					
N 5	WVBT	09/06/17	09/06/17	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	--W----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		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: 09/04/17		09/04/17	09/10/17	--W----		1			\$100.00	0.00					
N 6	WVBT	09/07/17	09/07/17	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	---T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		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: 09/04/17		09/04/17	09/10/17	---T---		1			\$100.00	0.00					
N 7	WVBT	08/30/17	08/30/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	--W----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/28/17		08/28/17	09/03/17	--W----		1			\$300.00	0.00					
N 8	WVBT	08/31/17	08/31/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	---T---	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/28/17		08/28/17	09/03/17	---T---		1			\$300.00	0.00					
N 9	WVBT	09/01/17	09/01/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	----F--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/28/17		08/28/17	09/03/17	----F--		1			\$300.00	0.00					
N 10	WVBT	09/05/17	09/05/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	-T-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 09/04/17		09/04/17	09/10/17	-T-----		1			\$300.00	0.00					
N 11	WVBT	09/06/17	09/06/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	--W----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 09/04/17		09/04/17	09/10/17	--W----		1			\$300.00	0.00					
N 12	WVBT	09/07/17	09/07/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	---T---	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 09/04/17		09/04/17	09/10/17	---T---		1			\$300.00	0.00					
													Totals	12	\$2,400.00