

ORDER

Orders
Order / Rev: 10682
 Alt Order #: 26218348
 Product Desc: Issue
 Estimate: 7490
 Flight Dates: 10/09/18 - 10/15/18
 Original Date / Rev: 10/09/18 / 10/11/18
 Order Type: GENERAL

WSIL-TV
 Primary AE: Katz Washington DC
 Sales Office: N-POL
 Sales Region: N-Pol

Agency
Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 3050 K St NW #100
 Washington, DC 20007

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

Advertiser
Name: Senate Majority PAC
 Demographic: HH
 Product Codes: Issues/Propositions
 Priority: P-01
 Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/15/18	48	\$21,940.00	\$18,649.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	48	\$21,940.00	\$18,649.00	0.00
Totals	48	\$21,940.00	\$18,649.00	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	3	10/11/18	10/15/18	Good Morning America	CM	7:00 AM-8:00 AM	M - TF - -	:30	5	\$500.00	P-01	0.00	NM	5	\$2,500.00
				Good Morning America		(7:00 AM-8:00 AM)									
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	M - TF - -		5				\$500.00		0.00			
2	3	10/11/18	10/15/18	Good Morning America	CM	8:00 AM-9:00 AM	M - TF - -	:30	5	\$500.00	P-01	0.00	NM	5	\$2,500.00
				Good Morning America		(8:00 AM-9:00 AM)									
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	M - TF - -		5				\$500.00		0.00			
3	3	10/14/18	10/14/18	Good Morning American	CM	7a-8a	- - - - - 2	:30	2	\$175.00	P-01	0.00	NM	2	\$350.00
				GMA Sunday											
				Good Morning America MG for spots missed previous flight due to ABC Special Report.											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	- - - - - 2		2				\$175.00		0.00			
4	3	10/11/18	10/15/18	M-F 9a-10a	CM	9a-10a	M - TF - -	:30	5	\$175.00	P-01	0.00	NM	5	\$875.00
				M-F 9a-10a											
				Rachael Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	M - TF - -		5				\$175.00		0.00			
5	3	10/11/18	10/15/18	M-F 2p-3p	CM	2p-3p	M - TF - -	:30	5	\$95.00	P-01	0.00	NM	5	\$475.00
				M-F 2p-3p											
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/18	10/15/18	M - TF - -		5				\$95.00		0.00			

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WSIL-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	3	10/11/18	10/15/18	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M - TF - -	:30	5	\$250.00	P-01	0.00	NM	5	\$1,250.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/18	10/15/18	M - TF - -			5		\$250.00		0.00				
7	3	10/13/18	10/13/18	Sa 6:30-7P Sa 6:30-7P	CM	6:30-7P	- - - - - S -	:30	1	\$150.00	P-01	0.00	NM	0	\$0.00
Seinfeld															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - - - S -			1		\$150.00		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	3	10/08/18-10/14/18		Sa 6:30-7P			6:30-7P		- - - - - Sa - -	:30	(\$150.00)	0.00	NM		
Credited [N/A-Program Change.]															
8	3	10/11/18	10/15/18	Local News 10p Local News 10p	CM	10p-10:35p	M - TF - -	:30	5	\$1,500.00	P-01	0.00	NM	5	\$7,500.00
News 3 At 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/18	10/15/18	M - TF - -			5		\$1,500.00		0.00				
9	3	10/11/18	10/15/18	Jimmy Kimmel Jimmy Kimmel	CM	10:35p-11:37p	M - TF - -	:30	5	\$275.00	P-01	0.00	NM	5	\$1,375.00
Jimmy Kimmel Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/18	10/15/18	M - TF - -			5		\$275.00		0.00				
10	3	10/11/18	10/15/18	ABC News Nightline ABC News Nightline	CM	11:37p-12:06a	M - TF - -	:30	5	\$185.00	P-01	0.00	NM	5	\$925.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/18	10/15/18	M - TF - -			5		\$185.00		0.00				
11	3	10/13/18	10/13/18	Sa 10:30p-11:30p Sa 10:30p-11:30p	CM	10:30p-11:30p	- - - - - 2 -	:30	2	\$150.00	P-01	0.00	NM	2	\$300.00
NCIS: NO MG for spot missed 10/13 6:30-7P due to program change (College FB).															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - - - 2 -			2		\$150.00		0.00				
12	3	10/13/18	10/13/18	Sa 11:30p-12:30a Sa 11:30p-12:30a	CM	11:30p-12:30a	- - - - - S -	:30	1	\$125.00	P-01	0.00	NM	1	\$125.00
Major Crimes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - - - S -			1		\$125.00		0.00				
13	3	10/13/18	10/13/18	Weekend Rotator Sa Saturday Rotator	CM	1:00 XM-2:00 XM (1:00 XM-2:00 XM)	- - - - - S -	:30	1	\$65.00	P-01	0.00	NM	1	\$65.00
American Ninja Warrior															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - - - S -			1		\$65.00		0.00				
14	3	10/11/18	10/11/18	Thursday Prime Hr 2 Thursday Prime Hr 2	CM	8-9P	- - - T - - -	:30	1	\$2,200.00	P-01	0.00	NM	1	\$2,200.00
STATION 19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - T - - -			1		\$2,200.00		0.00				
15	3	10/14/18	10/14/18	Sunday Prime Hr 2 Sunday Prime Hr 2	CM	7-8P	- - - - - S	:30	1	\$1,500.00	P-01	0.00	NM	1	\$1,500.00
DANCING WIH THE STARS: JUNIORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	- - - - - S			1		\$1,500.00		0.00				

Totals 48 \$21,940.00