

ORDER



Orders
Order / Rev: 1162382
Alt Order #: 08055570
Product Desc: 1530/ CS PAC
Estimate: 1530
Flight Dates: 02/01/16 - 02/07/16
Original Date / Rev: 12/17/15 / 12/17/15
Order Type: Political

WCSH

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

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

Advertiser Name: Conservative Solutions PAC
Demographic: A50+
Product Codes: IS-Issue/Candidate
Priority: P02-FTB
Revenue Codes: AGY, (POL) Political, (POL) Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 103901
Agency External ID: 2041AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/16	02/07/16	32	\$31,200.00	\$26,520.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	32	\$31,200.00	\$26,520.00	318.40
Totals	32	\$31,200.00	\$26,520.00	318.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WCSH	36%	\$31,200.00
Market	100%	\$86,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCBW	0%	\$0.00
WGME	30%	\$26,000.00
WMEA	0%	\$0.00
WMPX	0%	\$0.00
WMTW	28%	\$24,266.67
WPFO	6%	\$5,200.00
WPME	0%	\$0.00
WPXT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WCSH	02/01/16	02/05/16	M-F 5-7a News Morning Report	CM	5a-7a	MTWTF--	:30	5	\$720.00	P02-F	6.30	NM	5	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/01/16	02/07/16	MTWTF--			5		\$720.00			6.30			
E 2	WCSH	02/01/16	02/05/16	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$1,100.00	P02-F	9.60	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/01/16	02/07/16	MTWTF--			5		\$1,100.00			9.60			

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Advertiser: Conservative Solutions PAC
 Product Desc: 1530/ CS PAC
 Estimate: 1530

WCSH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCSH	02/01/16	02/05/16	M-F 12-1230p News M-F 12-1230p	CM	12p-1230p	MTWTF--	:30	5	\$300.00	P02-F	7.20	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	MTWTF--	5		\$300.00	7.20							
E 4	WCSH	02/01/16	02/05/16	M-F 5-530p News News Center @ 5p	CM	5p-530p	MTWTF--	:30	5	\$1,000.00	P02-F	10.30	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	MTWTF--	5		\$1,000.00	10.30							
E 5	WCSH	02/01/16	02/05/16	M-F 6-7p NEWS CENTER @ 6p (M-F)	CM	6p-7p	MTWTF--	:30	5	\$2,250.00	P02-F	22.00	NM	5	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	MTWTF--	5		\$2,250.00	22.00							
E 6	WCSH	02/01/16	02/05/16	M-F 11-1135p NEWS CENTER at 11 (M-F)	CM	11p-1135p	MTWTF--	:30	5	\$450.00	P02-F	2.80	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	MTWTF--	5		\$450.00	2.80							
E 7	WCSH	02/06/16	02/07/16	EN (Sa-Su) Early News (Sa-Su)	CM	6-7p	-----SS	:30	1	\$1,200.00	P02-F	17.50	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	-----SS	1		\$1,200.00	17.50							
E 8	WCSH	02/07/16	02/07/16	Today Show Sunday Today Show Sunday	CM	8-9a	-----S	:30	1	\$900.00	P02-F	9.90	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		02/01/16	02/07/16	-----S	1		\$900.00	9.90							
Totals													32	\$31,200.00	