

## ORDER



**Orders**  
**Order / Rev:** 1187592  
**Alt Order #:** 08123374  
**Product Desc:** AMERICA LEADS  
**Estimate:** 533  
**Flight Dates:** 01/26/16 - 01/29/16  
**Original Date / Rev:** 01/25/16 / 01/25/16  
**Order Type:** Political

## WCSH

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Pinpoint Mediaworks  
**Buying Contact:**  
**Billing Contact:**  
 440 SW Sweetbreeze Drive  
 Lake City, FL 32024

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

**Advertiser Name:** America Leads  
**Demographic:** A35+  
**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:** 104268  
**Agency External ID:** 31395AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/01/16	01/29/16	20	\$21,630.00	\$18,385.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	20	\$21,630.00	\$18,385.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$21,630.00</b>	<b>\$18,385.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WCSH	55%	\$21,630.00
Market	100%	\$39,327.27

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCBB	0%	\$0.00
WGME	15%	\$5,899.09
WMEA	0%	\$0.00
WMPX	0%	\$0.00
WMTW	27%	\$10,618.36
WPFO	3%	\$1,179.82
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	01/29/16	01/29/16	M-F 5-530p News News Center @ 5p 15S BOOKENDS NEWS CENTER @ 5	CM	5p-530p	----F--	:15/:15	1	\$1,000.00	P02-F	0.00	BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/25/16	01/31/16	----F--			1			\$1,000.00		0.00			
E 2	WCSH	01/29/16	01/29/16	M-F 5-7a News Morning Report 15S BOOKENDS NEWS CENTER MRN RPRT	CM	5a-7a (6:00 AM-7:00 AM)	----F--	:15/:15	1	\$1,275.00	P02-F	0.00	BK	1	\$1,275.00

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Advertiser: America Leads  
 Product Desc: AMERICA LEADS  
 Estimate: 533

WCSH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WCSH	01/29/16	01/29/16	M-F 5-7a News Morning Report 15S BOOKENDS NEWS CENTER MRN RPRT	CM	5a-7a (6:00 AM-7:00 AM)	----F--	:15/:15	1	\$1,275.00	P02-F	0.00	BK	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	----F--	1		\$1,275.00		0.00						
E 3	WCSH	01/29/16	01/29/16	M-F 530-6p News News Center @ 530p 15S BOOKENDS NEWS CENTER @ 530	CM	530p-6p	----F--	:15/:15	1	\$1,250.00	P02-F	0.00	BK	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	----F--	1		\$1,250.00		0.00						
E 4	WCSH	01/29/16	01/29/16	Today Show Today Show 15S BOOKENDS TODAY SHOW	CM	7-9a	----F--	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	----F--	1		\$1,100.00		0.00						
E 5	WCSH	01/29/16	01/29/16	Today Show Today Show 15S BOOKENDS TODAY SHOW	CM	7-9a	----F--	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	----F--	1		\$1,100.00		0.00						
E 6	WCSH	01/29/16	01/29/16	Fri Prime A Dateline 15S BOOKENDS DATELINE 1HR EFF 9/25	CM	8p-9p	----F--	:15/:15	1	\$540.00	P02-F	0.00	BK	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	----F--	1		\$540.00		0.00						
E 7	WCSH	01/28/16	01/28/16	M-F 5-530p News News Center @ 5p 15S BOOKENDS NEWS CENTER @ 5	CM	5p-530p	---T---	:15/:15	1	\$1,000.00	P02-F	0.00	BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	---T---	1		\$1,000.00		0.00						
E 8	WCSH	01/28/16	01/28/16	M-F 530-6p News News Center @ 530p 15S BOOKENDS NEWS CENTER @ 530	CM	530p-6p	---T---	:15/:15	1	\$1,250.00	P02-F	0.00	BK	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	---T---	1		\$1,250.00		0.00						
E 9	WCSH	01/28/16	01/28/16	Today Show Today Show 15S BOOKENDS TODAY SHOW	CM	7-9a	---T---	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	---T---	1		\$1,100.00		0.00						
E 10	WCSH	01/28/16	01/28/16	Today Show Today Show 15S BOOKENDS TODAY SHOW	CM	7-9a	---T---	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	---T---	1		\$1,100.00		0.00						
E 11	WCSH	01/26/16	01/26/16	M-F 5-530p News News Center @ 5p 15S BOOKENDS NEWS CENTER @ 5	CM	5p-530p	-T-----	:15/:15	1	\$1,000.00	P02-F	0.00	BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	-T-----	1		\$1,000.00		0.00						
E 12	WCSH	01/26/16	01/26/16	M-F 530-6p News News Center @ 530p 15S BOOKENDS NEWS CENTER @ 530	CM	530p-6p	-T-----	:15/:15	1	\$1,250.00	P02-F	0.00	BK	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	-T-----	1		\$1,250.00		0.00						
E 13	WCSH	01/26/16	01/26/16	Today Show Today Show 15S BOOKENDS TODAY SHOW	CM	7-9a	-T-----	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/25/16	01/31/16	-T-----	1		\$1,100.00		0.00						
E 14	WCSH	01/26/16	01/26/16		CM	7-9a	-T-----	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00

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WCSH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
				15S BOOKENDS TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	-T-----					1	\$1,100.00		0.00			
E 15	WCSH	01/27/16	01/27/16	Wed Prime C	CM	10p-11p	--W----	:15/:15	1	\$900.00	P02-F	0.00	BK	1	\$900.00
				Chicago PD											
				15S BOOKENDS CHICAGO P.D. EFF 9/23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$900.00		0.00			
E 16	WCSH	01/27/16	01/27/16	M-F 5-7a News	CM	5a-7a	--W----	:15/:15	1	\$1,275.00	P02-F	0.00	BK	1	\$1,275.00
				Morning Report		(6:00 AM-7:00 AM)									
				15S BOOKENDS NEWS CENTER MRN RPRT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$1,275.00		0.00			
E 17	WCSH	01/27/16	01/27/16	M-F 530-6p News	CM	530p-6p	--W----	:15/:15	1	\$1,250.00	P02-F	0.00	BK	1	\$1,250.00
				News Center @ 530p											
				15S BOOKENDS NEWS CENTER @ 530											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$1,250.00		0.00			
E 18	WCSH	01/27/16	01/27/16	Today Show	CM	7-9a	--W----	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
				Today Show											
				15S BOOKENDS TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$1,100.00		0.00			
E 19	WCSH	01/27/16	01/27/16	Today Show	CM	7-9a	--W----	:15/:15	1	\$1,100.00	P02-F	0.00	BK	1	\$1,100.00
				Today Show											
				15S BOOKENDS TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$1,100.00		0.00			
E 20	WCSH	01/27/16	01/27/16	Wed Prime B	CM	9p-10p	--W----	:15/:15	1	\$840.00	P02-F	0.00	BK	1	\$840.00
				Law and Order											
				15S BOOKENDS LAW&ORDER:SVU EFF 9/23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/25/16	01/31/16	--W----					1	\$840.00		0.00			
													Totals	20	\$21,630.00