

## ORDER



**Orders**  
**Order / Rev:** 274790  
**Alt Order #:** 09088393  
**Product Desc:** MENDHEIM FOR SSC  
**Estimate:** 1483  
**Flight Dates:** 05/28/18 - 06/04/18  
**Original Date / Rev:** 05/23/18 / 06/01/18  
**Order Type:** GENERAL

WNCF

**Primary AE:** Alex Hong  
**Sales Office:** WASCX  
**Sales Region:** National

**Agency**  
**Name:** SRCP MEDIA  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Mendheim for Supreme Court (R)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P-04  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/04/18	20	\$1,176.00	\$999.60

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	20	\$1,176.00	\$999.60	0.00
<b>Totals</b>	<b>20</b>	<b>\$1,176.00</b>	<b>\$999.60</b>	<b>0.00</b>

## Account Executives

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

## Order Share

	Share	Total
WNCF	5%	\$1,176.00
Market	100%	\$23,520.00

## Competitive Share

	Share	Total
ABMY	0%	\$0.00
CABLE	0%	\$0.00
KBPN	0%	\$0.00
UNKWN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	38%	\$8,937.60
WAXC	0%	\$0.00
WBMM	0%	\$0.00
WCOV	3%	\$705.60
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WRJM	0%	\$0.00
WSFA	54%	\$12,700.80

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 274790  
 Alt Order #: 09088393  
 Flight Dates: 05/28/18 - 06/04/18

Advertiser: Mendheim for Supreme Court (R)  
 Product Desc: MENDHEIM FOR SSC  
 Estimate: 1483

WNCF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	WNCF	05/29/18	06/01/18	M-F 7a-9a M-F 7a-9a	CM	7a-9a	-TWTF--	:30	4	\$40.00	P-03	0.00	NM	4	\$160.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	05/28/18	06/03/18	-TWTF--		4			\$40.00			0.00				
E 2	WNCF	06/04/18	06/04/18	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$160.00	P-03	0.00	NM	1	\$160.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	06/04/18	06/10/18	1-----		1			\$160.00			0.00				
E 3	WNCF	06/04/18	06/04/18	M-F 7a-9a M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$40.00	P-03	0.00	NM	1	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	06/04/18	06/10/18	1-----		1			\$40.00			0.00				
E 4	WNCF	05/29/18	06/01/18	M-F 10a-11a M-F 10a-11a	CM	10a-11a	-TWTF--	:30	2	\$50.00	P-03	0.00	NM	2	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	05/28/18	06/03/18	-TWTF--		2			\$50.00			0.00				
E 5	WNCF	06/04/18	06/04/18	M-F 10a-11a M-F 10a-11a	CM	10a-11a	1-----	:30	1	\$50.00	P-03	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	06/04/18	06/10/18	1-----		1			\$50.00			0.00				
E 6	WNCF	05/29/18	06/01/18	11 AM News 11 AM News	CM	11am-1130am	-TWTF--	:30	2	\$7.00	P-04	0.00	NM	2	\$14.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	05/28/18	06/03/18	-TWTF--		2			\$7.00			0.00				
E 7	WNCF	06/04/18	06/04/18	11 AM News 11 AM News	CM	11am-1130am	1-----	:30	1	\$7.00	P-04	0.00	NM	2	\$7.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	06/04/18	06/10/18	1-----		1			\$7.00			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	WNCF	06/04/18-06/10/18	11 AM News		11am-1130am	M-----	:30		(\$7.00)		0.00	NM			
	See MG 7.2,7.3															
	[No avail]															
	2	WNCF	06/04/18-06/04/18	M-F News 5a-7a		5a-7a	M-----	:30		\$5.00		0.00	NM			
	Ⓜ MG for 7.1 06/04															
	3	WNCF	06/03/18-06/03/18	M-Su 105a-5a		105a-5a	-----Su	:30		\$2.00		0.00	NM			
	Ⓜ MG for 7.1 06/04															
E 8	WNCF	05/29/18	06/01/18	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	-TWTF--	:30	4	\$65.00	P-03	0.00	NM	4	\$260.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	05/28/18	06/03/18	-TWTF--		4			\$65.00			0.00				
E 9	WNCF	06/04/18	06/04/18	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	1-----	:30	1	\$65.00	P-03	0.00	NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	06/04/18	06/10/18	1-----		1			\$65.00			0.00				
E 10	WNCF	05/29/18	06/01/18	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-TWTF--	:30	2	\$160.00	P-03	0.00	NM	2	\$320.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	05/28/18	06/03/18	-TWTF--		2			\$160.00			0.00				
													Totals	20	\$1,176.00	



FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP JUN1/18 15.49  
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME	<u>BETSY VONDERHEID</u>
SALES PRSN	<u>WA- ALEX HONG</u>

ALEXANDRIA, VA 22314

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	MENDHEIM FOR SSC	EST#1483	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES MAY28/18 JUN4/18 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE JUN/18 15:49

STA:

CON CM        \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
BRAD MENDHEIM FOR STATE SUPREME COURT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 197 AGENCY PRODUCT CODE = 528 AGENCY EST# = 1483												
7	S		1100A-1130A	30		\$7.00	6/4	6/4	0		MON	0
PROGRAM : ABC32 NEWS AT 11A CON COM1: ABC32 NEWS AT 11A												
11	A		500A-700A	30		\$5.00	6/4	6/4	1		MON	1
PROGRAM : MORNING NEWS CON COM1: MORNING NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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12	A		100A-259A	30		\$2.00	6/3	6/3	1		SUN	1
PROGRAM : OVERNIGHT ORD COM1: ROTATION IS 1-5AM CON COM1: OVERNIGHT CON COM2: ROTATION IS 1-5AM STATION MAKEGOOD OFFERS: M1 REJECT BUY#7 MISSED: MON/1100A-1130A OFFER: MON/500A-700A & SUN/ROS CMT: NA - WOULD NOT LET ME PUT OVERNIGHT HOURS - BUT THE SECOND SPOT SHOULD CMT: BE 1-5AM												
										JUN4 30S \$7.00	(JUN1/18)	
										JUN4 30S \$5.00	PLS ADVISE.	
										JUN3 30S \$2.00		

JUN/18 \$1,176.00 CONTRACT TOTAL \$1,176.00  
TOTAL SPOTS 20

MARKET TOTALS \$23,520 WNCN 5% WAKA 38% WSFA 54% WBMM 3% WCOV 0%  
ACCURATE SHARES

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE