

ORDER



Orders
Order / Rev: 420290
Alt Order #:
Product Desc: Republican Party of FL - Brandes, Putnam
Estimate: 825
Flight Dates: 08/19/14 - 08/26/14
Original Date / Rev: 07/16/14 / 08/15/14
Order Type: GENERAL

WFTS

Primary AE: Dave Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mentzer Media
Buying Contact:
Billing Contact:
 600 Fairmont Avenue - Suite #306
 Towson, MD 21204

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

Advertiser
Name: RPOF 3PAC - Brandes, Putnam, Bond
Demographic: A25-54
Product Codes: PL Ballot Issue
Priority: P-3
Revenue Codes: POL, POL, PARTY

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/26/14	11	\$5,865.00	\$4,985.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	11	\$5,865.00	\$4,985.25	0.00
Totals	11	\$5,865.00	\$4,985.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			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
E 1	WFTS	08/21/14	08/25/14	M-F 6-7a ABC Action News	CM	558-7a	M- T- - -	:30	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/19/14	08/25/14	M- T- - -		2			\$300.00	0.00					
E 5	WFTS	08/19/14	08/24/14	M-SU 11-1135p ABC Action News	CM	11-1135p	- T- TF- S	:30	4	\$650.00	P-6	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/19/14	08/25/14	- T- TF- S		4			\$650.00	0.00					
E 6	WFTS	08/24/14	08/24/14	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$265.00	P-3	0.00	NM	1	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/19/14	08/25/14	- - - - - S		1			\$265.00	0.00					
E 8	WFTS	08/20/14	08/25/14	M-F 7-9a GMA GMA	CM	658-9a	M- WT- - -	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/19/14	08/25/14	M- WT- - -		3			\$600.00	0.00					
N 9	WFTS	08/26/14	08/26/14	M-F 7-9a GMA GMA	CM	658-9a	- T- - - - -	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/26/14	09/01/14	- T- - - - -		1			\$600.00	0.00					
													Totals	11	\$5,865.00