

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>439268</b>
	Alt Order #:	
	Product Desc:	Florida's Water & Land Legacy
	Estimate:	3063
	Flight Dates:	10/30/14 - 11/04/14
	Original Date / Rev:	10/29/14 / 10/29/14
	Order Type:	GENERAL

	<b>WFTS</b>
Primary AE:	Dave Lombardo
Sales Office:	EWSDC
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Hamburger Company</b>
	Buying Contact:	
	Billing Contact:	
		5505 Connecticut Avenue NW - #219
		Washington, DC 20015

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

Advertiser	Name:	Florida's Water & Land Legacy
	Demographic:	A25-54
	Product Codes:	PL Non-Ballot Issue
	Priority:	P-2
	Revenue Codes:	POL, POL, ISS

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
10/27/14	11/04/14	84	\$79,260.00	\$67,371.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	84	\$79,260.00	\$67,371.00	0.00
<b>Totals</b>	<b>84</b>	<b>\$79,260.00</b>	<b>\$67,371.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WFTS	20%	\$79,260.00
Market	100%	\$396,300.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBHS	0%	\$0.00
WBSV	0%	\$0.00
WCLF	0%	\$0.00
WEDU	0%	\$0.00
WFLA	20%	\$79,260.00
WMOR	20%	\$79,260.00
WTOG	0%	\$0.00
WTSP	20%	\$79,260.00
WTTA	0%	\$0.00
WTVT	20%	\$79,260.00
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WFTS	10/30/14	11/04/14	M-F 5-530a ABC Action News	CM	5-530a	M--F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00

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 Alt Order #:  
 Flight Dates: 10/30/14 - 11/04/14

Advertiser: Florida's Water & Land Legacy  
 Product Desc: Florida's Water & Land Legacy  
 Estimate: 3063

WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WFTS	10/30/14	11/04/14	M-F 5-530a ABC Action News	CM	5-530a	M--F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/14	11/05/14	M--F--		2			\$225.00			0.00			
2	WFTS	10/30/14	11/04/14	M-F 530-6a ABC Action News	CM	528-6a	MT-TF--	:30	4	\$300.00	P-3	0.00	NM	4	\$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:		10/30/14	11/05/14	MT-TF--		4			\$300.00			0.00			
3	WFTS	10/30/14	11/04/14	M-F 6-7a ABC Action News	CM	558-7a	MT-TF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/14	11/05/14	MT-TF--		4			\$1,000.00			0.00			
4	WFTS	10/30/14	11/04/14	M-F 7-9a GMA GMA	CM	658-9a	MT-TF--	:30	16	\$1,500.00	P-2	0.00	NM	16	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/14	11/05/14	MT-TF--		16			\$1,500.00			0.00			
5	WFTS	10/30/14	11/03/14	M-F 9-10a M-F 9-10a	CM	9-10a	M-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$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:		10/30/14	11/05/14	M-TF--		3			\$400.00			0.00			
6	WFTS	10/30/14	11/03/14	M-F 10-11a RTM/LAA	CM	10-11a	M-TF--	:30	3	\$265.00	P-3	0.00	NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/14	11/05/14	M-TF--		3			\$265.00			0.00			
7	WFTS	10/30/14	11/03/14	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	M-TF--	: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:		10/30/14	11/05/14	M-TF--		3			\$600.00			0.00			
8	WFTS	10/30/14	11/03/14	M-F 12-1p ABC Action News	CM	1158a-1p	M-TF--	:30	3	\$500.00	P-2	0.00	NM	3	\$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:		10/30/14	11/05/14	M-TF--		3			\$500.00			0.00			
9	WFTS	10/30/14	11/03/14	M-F 1-2p M-F 1-2p	CM	1258-2p	M-TF--	:30	3	\$500.00	P-2	0.00	NM	3	\$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:		10/30/14	11/05/14	M-TF--		3			\$500.00			0.00			
10	WFTS	10/30/14	11/03/14	M-F 3-4P Dr. OZ M-F 3-4P Dr. OZ	CM	3-4p	M--F--	:30	2	\$500.00	P-3	0.00	NM	2	\$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:		10/30/14	11/05/14	M--F--		2			\$500.00			0.00			
11	WFTS	10/30/14	11/03/14	4-5pm The Now 4-5pm The Now	CM	4-5pm	M-TF--	:30	3	\$600.00	P-2	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:		10/30/14	11/05/14	M-TF--		3			\$600.00			0.00			
12	WFTS	10/30/14	11/03/14	M-F 5-530p ABC Action News	CM	458-530p	M-TF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$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:		10/30/14	11/05/14	M-TF--		3			\$1,200.00			0.00			
13	WFTS	10/30/14	11/03/14	M-F 530-6p ABC Action News	CM	530-6p	M-TF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$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:		10/30/14	11/05/14	M-TF--		3			\$1,200.00			0.00			
14	WFTS	10/30/14	11/03/14	M-F 6-630p ABC Action News	CM	558-630p	M-TF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/14	11/05/14	M-TF--		3			\$1,700.00			0.00			
15	WFTS	10/30/14	11/03/14	M-F 7-730p 7-730p The List	CM	658-730p	M-T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 439268  
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 Flight Dates: 10/30/14 - 11/04/14

Advertiser: Florida's Water & Land Legacy  
 Product Desc: Florida's Water & Land Legacy  
 Estimate: 3063  
**WFTS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WFTS	10/30/14	11/03/14	M-F 7-730p 7-730p The List	CM	658-730p	M--T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	M--T---	2		\$1,200.00		0.00						
16	WFTS	10/30/14	11/03/14	M-F 730-8p 730-8pm RTM	CM	728-758p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	---TF--	2		\$1,200.00		0.00						
17	WFTS	10/30/14	11/03/14	M-SU 11-1135p ABC Action News	CM	11-1135p	M--TF-S	:30	4	\$1,700.00	P-3	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	M--TF-S	4		\$1,700.00		0.00						
18	WFTS	11/01/14	11/01/14	M-SU Late News after 5p ABC Action News	CM	1135p-1205a	-----S-	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	-----S-	1		\$1,700.00		0.00						
19	WFTS	10/30/14	11/03/14	Jimmy Kimmel 11:35pm Jimmy Kimmel 1135PM	CM	1135p-1238a	M--TF--	:30	3	\$500.00	P-3	0.00	NM	3	\$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:		10/30/14	11/05/14	M--TF--	3		\$500.00		0.00						
N20	WFTS	10/30/14	11/03/14	Nightline 12:35am Nightline 1235am	CM	1238a-107a	M--TF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	M--TF--	3		\$350.00		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>				
	3	WFTS	10/30/14-11/05/14	Nightline 12:35am	1238a-107a		M--ThF----	:30	\$350.00	0.00	NM				
21	WFTS	10/30/14	11/04/14	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$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:		10/30/14	11/05/14	----F--	1		\$5,000.00		0.00						
22	WFTS	10/30/14	11/04/14	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	-----S-	1		\$300.00		0.00						
23	WFTS	10/30/14	11/04/14	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	-----S-	1		\$400.00		0.00						
24	WFTS	10/30/14	11/04/14	SA 8-9a GMA SA 8-9a	CM	758-9a	-----S-	:30	1	\$800.00	P-2	0.00	NM	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:		10/30/14	11/05/14	-----S-	1		\$800.00		0.00						
25	WFTS	10/30/14	11/04/14	Sa 9-10a Sa 9-10a	CM	9-10a	-----S-	:30	1	\$500.00	P-1	0.00	NM	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:		10/30/14	11/05/14	-----S-	1		\$500.00		0.00						
26	WFTS	10/30/14	11/04/14	SA News aft Sports @ 7p ABC Action News aft Sports	CM	658-730p	-----S-	:30	1	\$800.00	P-2	0.00	NM	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:		10/30/14	11/05/14	-----S-	1		\$800.00		0.00						
27	WFTS	10/30/14	11/04/14	SA Private Practice Late SA Private Practice Late	CM	1205x-105x	-----S-	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	-----S-	2		\$225.00		0.00						
28	WFTS	10/30/14	11/04/14	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/14	11/05/14	-----S	1		\$300.00		0.00						
		11/04/14		CM					2		P-2	0.00	NM	2	\$1,600.00

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29	WFTS	10/30/14		SU 7-8a GMA SU 7-8a		658-8a	-----S	:30		\$800.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/14	11/05/14	-----S		2				\$800.00		0.00			
30	WFTS	10/30/14	11/04/14	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/14	11/05/14	-----S		1				\$650.00		0.00			
31	WFTS	10/30/14	11/04/14	SU 6-630p ABC Action News	CM	558-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	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:	10/30/14	11/05/14	-----S		1				\$800.00		0.00			
32	WFTS	10/30/14	11/04/14	SU 1235a-135a Private Su 1235a-135a Private	CM	1235a-135a	-----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:	10/30/14	11/05/14	-----S		1				\$265.00		0.00			
Totals													84	\$79,260.00	