

ORDER



Orders
Order / Rev: 335763
 Alt Order #:
Product Desc: 4/20-4/26/16 Issue
Estimate: 420426
Flight Dates: 04/18/16 - 04/26/16
Original Date / Rev: 04/05/16 / 04/12/16
Order Type: NORMAL

WEAU
Primary AE: Jami Clish
Sales Office: EAUN
Sales Region: National

Agency Name: Del Cielo Media
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

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

Advertiser Name: Americans for Prosperity(A)
Demographic: HH
Product Codes: Issue - National - Other
Priority: P-01
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 20423
Agency External ID: 7742

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/16	04/24/16	28	\$16,700.00	\$14,195.00
04/25/16	04/26/16	18	\$10,700.00	\$9,095.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	28	\$16,700.00	\$14,195.00	0.00
May 2016	18	\$10,700.00	\$9,095.00	0.00
Totals	46	\$27,400.00	\$23,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WEAU	34%	\$27,400.00
Market	100%	\$80,588.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EXOW	0%	\$0.00
KQEG	0%	\$0.00
UNKWN	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	35%	\$28,205.88
WLAX	3%	\$2,417.65
WQOW	0%	\$0.00
WXOW	28%	\$22,564.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEAU	04/20/16	04/26/16	Today Show II	CM	9a-10a	11111--	:30	5	\$100.00	P-01	0.00	NM	5	\$500.00
				Today Show II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/16	04/24/16	--111--		3				\$100.00		0.00			
		Week: 04/25/16	05/01/16	11-----		2				\$100.00		0.00			
N 2	WEAU	04/20/16	04/26/16		CM	130p-2p	11111--	:30	5	\$100.00	P-01	0.00	NM	5	\$500.00

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WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 130p-2p M-F 130p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/18/16	04/24/16	--111--					3	\$100.00		0.00			
Week:		04/25/16	05/01/16	11-----					2	\$100.00		0.00			
N 3	WEAU	04/20/16	04/26/16	WEAU 13 News @ 5p WEAU 13 News @ 5p	CM	5p-530p	11111--	:30	5	\$400.00	P-01	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/18/16	04/24/16	--111--					3	\$400.00		0.00			
Week:		04/25/16	05/01/16	11-----					2	\$400.00		0.00			
N 4	WEAU	04/20/16	04/26/16	WEAU 13 News @ 6p WEAU 13 News @ 6p	CM	6p-630	11111--	:30	5	\$600.00	P-01	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/18/16	04/24/16	--111--					3	\$600.00		0.00			
Week:		04/25/16	05/01/16	11-----					2	\$600.00		0.00			
N 5	WEAU	04/21/16	04/26/16	Wheel of Fortune M-F Wheel of Fortune M-F	CM	630p-7p	11-11--	:30	4	\$600.00	P-01	0.00	NM	4	\$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:		04/18/16	04/24/16	---11--					2	\$600.00		0.00			
Week:		04/25/16	05/01/16	11-----					2	\$600.00		0.00			
N 6	WEAU	04/20/16	04/26/16	WEAU 13 News @ 10p WEAU 13 News @ 10p M-F	CM	10p-1035p	11111--	:30	5	\$800.00	P-01	0.00	NM	5	\$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:		04/18/16	04/24/16	--111--					3	\$800.00		0.00			
Week:		04/25/16	05/01/16	11-----					2	\$800.00		0.00			
N 7	WEAU	04/25/16	04/26/16	Monday Prime Rotator Monday Prime Rotator	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	2-----	:30	2	\$1,000.00	P-01	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/25/16	05/01/16	2-----					2	\$1,000.00		0.00			
N 8	WEAU	04/25/16	04/26/16	Monday Prime Hr 3 Monday Prime Hr 3	CM	9p-10p	2-----	:30	2	\$750.00	P-01	0.00	NM	2	\$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:		04/25/16	05/01/16	2-----					2	\$750.00		0.00			
N 9	WEAU	04/25/16	04/26/16	Tuesday Prime Hr 1 Tuesday Prime Hr 1	CM	658p-8p	-2-----	:30	2	\$1,000.00	P-01	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/25/16	05/01/16	-2-----					2	\$1,000.00		0.00			
N 10	WEAU	04/18/16	04/24/16	Wednesday Prime Hr 2 Wednesday Prime Hr 2	CM	8p-9p	--2----	:30	2	\$1,000.00	P-01	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/18/16	04/24/16	--2----					2	\$1,000.00		0.00			
N 11	WEAU	04/18/16	04/24/16	Thursday Prime Hr 2 Thursday Prime Hr 2	CM	8p-9p	---2---	:30	2	\$1,500.00	P-01	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/18/16	04/24/16	---2---					2	\$1,500.00		0.00			
N 12	WEAU	04/18/16	04/24/16	Friday Prime Hr 2 Friday Prime Hr 2	CM	8p-9p	----2--	:30	2	\$750.00	P-01	0.00	NM	2	\$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:		04/18/16	04/24/16	----2--					2	\$750.00		0.00			
N 13	WEAU	04/18/16	04/24/16	WEAU 13 News @ 6p S&M WEAU 13 News @ 6p Sat	CM	6p-630p	-----S-	:30	1	\$500.00	P-01	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:		04/18/16	04/24/16	-----S-					1	\$500.00		0.00			
N 14	WEAU	04/18/16	04/24/16	WEAU 13 News @ 10p S&M WEAU 13 News @ 10p Sat	CM	10p-1030p	-----S-	:30	1	\$700.00	P-01	0.00	NM	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:		04/18/16	04/24/16	-----S-					1	\$700.00		0.00			
N 15	WEAU	04/18/16	04/24/16	Sunday Prime Hr 1 Sunday Prime Hr 1	CM	6p-7p	-----2	:30	2	\$500.00	P-01	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:		04/18/16	04/24/16	-----2					2	\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WEAU	04/18/16	04/24/16	Sunday Prime Hr 1 Sunday Prime Hr 1	CM	6p-7p	-----2	:30	2	\$500.00	P-01	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: 04/18/16	04/24/16	-----2		2				\$500.00		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	WEAU	04/18/16-04/24/16	Sunday Prime Hr 1		6p-7p	-----Su	:30		(\$500.00)		0.00	NM		
				See MG 15.3,15.4 [Program Change]											
	2	WEAU	04/18/16-04/24/16	Sunday Prime Hr 1		6p-7p	-----Su	:30		(\$500.00)		0.00	NM		
				See MG 15.3,15.4 [Program Change]											
	3	WEAU	04/18/16-04/24/16	Sunday Prime Hr 1		6p-7p	-----Su	:30		\$500.00		0.00	NM		
				Ⓜ MG for 15.2,15.1 [makegood]											
	4	WEAU	04/18/16-04/24/16	Sunday Prime Hr 1		6p-7p	-----Su	:30		\$500.00		0.00	NM		
				Ⓜ MG for 15.2,15.1 [makegood]											
N 16	WEAU	04/18/16	04/24/16	WEAU 13 News @ 10p Sun WEAU 13 News @ 10p Sun	CM	10p-1035p	-----S	:30	1	\$800.00	P-01	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: 04/18/16	04/24/16	-----S		1				\$800.00		0.00			
													Totals	46	\$27,400.00