

ORDER



Orders
Order / Rev: 479832
Alt Order #: 09168185
Product Desc: SENATE MAJORITY PAC
Estimate: 6627
Flight Dates: 07/12/18 - 07/25/18
Original Date / Rev: 07/11/18 / 07/11/18
Order Type: GENERAL

WCWJ
Primary AE: Mica Hansen
Sales Office: DC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street NW Suite 100
 Washington, DC 20007

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

Advertiser Name: POL/ISS/Senate Majority PAC
Demographic: A35+
Product Codes: PL-Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISSUE
Priority: P-1

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/18	07/25/18	30	\$2,370.00	\$2,014.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	30	\$2,370.00	\$2,014.50	0.0
Totals	30	\$2,370.00	\$2,014.50	0.0

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mica Hansen			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
N 1	WCWJ	07/12/18	07/25/18	M-F 7-9a TMS The Morning Show	CM	7-9a	MTWTF--	:30	1	\$20.00	P-1	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					1	\$20.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					2	\$20.00		0.00			
N 2	WCWJ	07/12/18	07/25/18	M-F 10-11a Judge Mathis M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$90.00	P-1	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					2	\$90.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					3	\$90.00		0.00			
N 3	WCWJ	07/12/18	07/25/18	M-F 11a-12p Maury Povich M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$90.00	P-1	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					2	\$90.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					2	\$90.00		0.00			
N 4	WCWJ	07/12/18	07/25/18	M-F 12-1p Peoples Court People's Court	CM	12-1p	MTWTF--	:30	2	\$75.00	P-1	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					2	\$75.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					2	\$75.00		0.00			
N 5	WCWJ	07/12/18	07/25/18	M-F 1-2p Couple Court M-F Couple Court	CM	1-2p	MTWTF--	:30	2	\$90.00	P-1	0.00	NM	4	\$360.00

Order / Rev: 479832
 Alt Order #: 09168185
 Flight Dates: 07/12/18 - 07/25/18

Advertiser: POL/ISS/Senate Majority PAC
 Product Desc: SENATE MAJORITY PAC
 Estimate: 6627
 WCWJ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					2	\$90.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					2	\$90.00		0.00			
N 6	WCWJ	07/12/18	07/25/18	M-F 2-3p Paternity M-F Paternity	CM	2-3p	MTWTF--	:30	3	\$100.00	P-1	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					3	\$100.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					3	\$100.00		0.00			
N 7	WCWJ	07/15/18	07/22/18	Late News Sunday 11-11 Late News Sunday	CM	11-1135p	-----1	:30	1	\$60.00	P-1	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/18	07/15/18	-----1					1	\$60.00		0.00			
		Week: 07/16/18	07/22/18	-----1					1	\$60.00		0.00			
N 8	WCWJ	07/12/18	07/25/18	M-Thu Dateline 10-11p Dateline	CM	10-11p	MTWT---	:30	1	\$60.00	P-1	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWT---					1	\$60.00		0.00			
		Week: 07/19/18	07/25/18	MTWT---					1	\$60.00		0.00			
													Totals	30	\$2,370.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING
(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 479832

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Senate Majority PAC
Name
700 13th Street NW, Ste 600
Washington, DC 20005
Address
(202) 338-8700
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

JB Poersch - Secretary
Rebecca Lambe - Treasurer
Jesse Demastrie - Media Buyer

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Bill Nelson.
- b. The candidate seeks election to the office of Senator in
the Primary Election, General Election, or Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.