

ORDER



WCW.J

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

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

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 Flight Dates: 07/12/18 - 07/25/18

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 Product Desc: SENATE MAJORITY PAC
 Estimate: 6627
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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 11-11p 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 Lambie - 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.