

New Order

Agency:	Waterfront Strategies	Station:	WDAY-S2	Flight Start:	08/14/2018
Office:	Washington	Order Type:	Normal	Flight End:	08/20/2018
Client:	163 - Senate Majority PAC	Cancel Date:		Hiatus:	
Product:	173 - Issue				

Piggyback Product:

Estimate:	6884 - Senate Majority PAC ND 8.14 -8.20 ADDS	Received in ePort:	8/13/2018 12:39:05 PM
------------------	---	---------------------------	-----------------------

Airtime Dollars:	\$16,250.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$16,250.00
Total Spots:	64

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 10

Local/National:

Rep Office:

AE:

Phone:

OrderID:

Status:

Local
WDAY-S2
Joshua Rohrer

7628322
Confirmed

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/14	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 6A-7A First News Hour 2	EM	\$300.00	C	30	4	4				
2	TuWThFM 7A-8A Good Morning America Hour 1	EM	\$450.00	C	30	4	4				
3	TuWThFM 8A-9A Good Morning America Hour 2	EM	\$225.00	C	30	4	4				
4	Sa 7A-8:30A First News Saturday	EM	\$100.00	C	30	1	1				
5	TuWThFM 9A-10A Live! with Kelly and Ryan	DT	\$100.00	C	30	5	5				
6	TuWThFM 10A-11A The View	DT	\$90.00	C	30	5	5				
7	TuWThFM 11A-12P Rachael Ray	DT	\$60.00	C	30	5	5				
8	TuWThFM 12P-1P The Chew	DT	\$60.00	C	30	5	5				
9	TuWThFM 1P-2P General Hospital	DT	\$60.00	C	30	5	5				
10	TuWThFM 3P-4P The Dr. Oz Show	EF	\$60.00	C	30	5	5				
11	TuWThFM 4:30P-5P Inside Edition	EF	\$50.00	C	30	5	5				

New Order (Page 2)

Agency: Waterfront Strategies
Client: 163 - Senate Majority PAC

Station: WDAY-S2
Product: 173 - Issue

Order ID: 7628322
Estimate: 6884 - Senate Majority PAC ND 8.14
-8.20 ADDS
Received in ePort: 8/13/2018 12:39:05 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/14	Total Spots	Total			
								Rtg	CPP	Imp	CPM
12	TuWThFM 5P-5:30P WDAY/WDAZ News at 5	EN	\$800.00	C	30	2	2				
13	TuWThFM 6P-6:30P WDAY/WDAZ News at 6	EN	\$1,200.00	C	30	2	2				
14	Sa 6P-6:30P Saturday Early News	EN	\$450.00	C	30	1	1				
15	Su 5:30P-6P Sunday Early News	EN	\$450.00	C	30	1	1				
16	TuWThFM 6:30P-7P Entertainment Tonight	PA	\$600.00	C	30	4	4				
17	TuWThFM 10P-10:35P WDAY/WDAZ News at 10	LN	\$1,300.00	C	30	1	1				
18	TuWThFM 10:35P-11:35P Jimmy Kimmel	LF	\$250.00	C	30	5	5				
Total Spots:						64					
Cash\$ - Spots: \$16,250.00 - 64 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$16,250.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											