

# ORDER



**WFLI Lafayette**

**Orders**  
**Order / Rev:** 946559  
 Alt Order #:  
 Product Desc:  
 Estimate:  
 Flight Dates: 09/29/16 - 10/02/16  
 Original Date / Rev: 09/28/16 / 09/29/16  
 Order Type: REG

Primary AE: WFLI Local House  
 Sales Office: L-LAF  
 Sales Region: Loc

**Agency**  
**Name:** First Tuesday  
 Buying Contact:  
 Billing Contact:  
 118 North Third Street  
 Lafayette, IN 47901

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: WEEKLY  
 Agency Commission: 15%

**Advertiser**  
**Name:** POL/Sally Siegrist for House District 2  
 Demographic: A25-54  
 Product Codes: PL3  
 Priority: P5  
 Revenue Codes: AGY, POL, POL-CAND

New Business Thru:  
 Order Separation: 00:30:00  
 Advertiser External ID:  
 Agency External ID:  
 Unit Code: General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16   | 10/02/16 | 26      | \$2,650.00   | \$2,252.50 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016  | 26        | \$2,650.00        | \$2,252.50        | 0.00        |
| <b>Totals</b> | <b>26</b> | <b>\$2,650.00</b> | <b>\$2,252.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| WFLI Local House  |              |              | 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 | WFLI  | 09/29/16          | 09/30/16        | 5a-6a NC 18 Early Edition<br>NC 18 5-6a Early Edition | CM    | M-F 5a-6a         | ---TF-- | :30         | 2     | \$25.00       | P5  | 0.00 | NM   | 2     | \$50.00  |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     | Week: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$25.00     |       | 0.00          |     |      |      |       |          |
| N 2 | WFLI  | 09/29/16          | 09/30/16        | 6a-7a NC 18 This Morning<br>NC 18 6-7a This Morning   | CM    | M-F 6a-7a         | ---TF-- | :30         | 2     | \$90.00       | P5  | 0.00 | NM   | 2     | \$180.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     | Week: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$90.00     |       | 0.00          |     |      |      |       |          |
| N 3 | WFLI  | 09/29/16          | 09/30/16        | CBS This Morning<br>The Early Show                    | CM    | M-F 7a-9a         | ---TF-- | :30         | 2     | \$50.00       | P5  | 0.00 | NM   | 2     | \$100.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     | Week: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$50.00     |       | 0.00          |     |      |      |       |          |
| N 4 | WFLI  | 09/29/16          | 09/30/16        | News Chan 18 @ Noon<br>News Chan 18 @ Noon            | CM    | M-F 12p-1230p     | ---TF-- | :30         | 2     | \$50.00       | P5  | 0.00 | NM   | 2     | \$100.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     | Week: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$50.00     |       | 0.00          |     |      |      |       |          |
| N 5 | WFLI  | 09/29/16          | 09/30/16        | News Chan 18 @ 5p<br>News Chan 18 @ 5p                | CM    | M-F 5p-530p       | ---TF-- | :30         | 2     | \$100.00      | P5  | 0.00 | NM   | 2     | \$200.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     | Week: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$100.00    |       | 0.00          |     |      |      |       |          |
| N 6 | WFLI  | 09/29/16          | 09/30/16        | News Chan 18 @ 6p<br>News Chan 18 @ 6p                | CM    | M-F 6p-630p       | ---TF-- | :30         | 2     | \$200.00      | P5  | 0.00 | NM   | 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: | 09/26/16          | 10/02/16        | ---TF--   |       | 2                 |         | \$200.00    |       | 0.00          |     |      |      |       |          |

Order / Rev: 946559  
 Alt Order #:  
 Flight Dates: 09/29/16 - 10/02/16

Advertiser: POL/Sally Siegrist for House District 26 C  
 Product Desc:  
 Estimate:

WFLI Lafayette

| Ln     | Ch          | Start             | End               | Inventory Code                                    | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg           | Type        | Spots      | Amount   |
|--------|-------------|-------------------|-------------------|---|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|------------|----------|
| N 7    | WFLI        | 09/29/16          | 09/30/16          | CBS Evening News<br>CBS Evening News M-Su         | CM    | M-Su 630-7p           | ---TF--         | :30           | 2     | \$125.00              | P5  | 0.00          | NM          | 2          | \$250.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 2                     |                 |               |       | \$125.00              |     | 0.00          |             |            |          |
| N 8    | WFLI        | 09/29/16          | 09/30/16          | M-F 7p-730p<br>M-F 7p-730p Wheel Of Fort          | CM    | M-F 7p-730p           | Whet---TF--     | :30           | 1     | \$100.00              | P5  | 0.00          | NM          | 1          | \$100.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 1                     |                 |               |       | \$100.00              |     | 0.00          |             |            |          |
| N 9    | WFLI        | 09/29/16          | 09/30/16          | M-F 730p-8p<br>M-F 730p-8p Jeopardy               | CM    | M-F 730p-8p           | Jeop---TF--     | :30           | 1     | \$100.00              | P5  | 0.00          | NM          | 1          | \$100.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 1                     |                 |               |       | \$100.00              |     | 0.00          |             |            |          |
| N 10   | WFLI        | 09/29/16          | 09/29/16          | Thur Hour 1<br>Thursday Prime Hour 1              | CM    | Th 8p-9p              | ---T---         | :30           | 1     | \$300.00              | P5  | 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: 09/26/16    | 10/02/16          | ---T---   |       | 1                     |                 |               |       | \$300.00              |     | 0.00          |             |            |          |
| N 11   | WFLI        | 09/30/16          | 09/30/16          | Fri Hour 3<br>Friday Prime Hour 3                 | CM    | F 10p-11p             | ----F--         | :30           | 1     | \$125.00              | P5  | 0.00          | NM          | 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: 09/26/16    | 10/02/16          | ----F--   |       | 1                     |                 |               |       | \$125.00              |     | 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           | WFLI              | 09/26/16-10/02/16 | Fri Hour 3  |       | F 10p-11p             | ----F--         | :30           |       | <del>(\$125.00)</del> |     | 0.00          | NM          |            |          |
|        |             |                   |                   | See MG 11.2<br>[Notified]                         |       |                       |                 |               |       |                       |     |               |             |            |          |
|        | 2           | WFLI              | 09/26/16-10/02/16 | Fri Hour 3  |       | F 10p-11p             | ----F--         | :30           |       | \$200.00              |     | 0.00          | NM          |            |          |
|        |             |                   |                   | MG for 11.1 09/30<br>[Makegood]                   |       |                       |                 |               |       |                       |     |               |             |            |          |
| N 12   | WFLI        | 10/02/16          | 10/02/16          | Sun Hour 1<br>Sunday Prime Hour 1                 | CM    | Su 7p-8p              | -----S          | :30           | 1     | \$175.00              | P5  | 0.00          | NM          | 1          | \$175.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | -----S  |       | 1                     |                 |               |       | \$175.00              |     | 0.00          |             |            |          |
| N 13   | WFLI        | 10/02/16          | 10/02/16          | Sun Hour 2<br>Sunday Prime Hour 2                 | CM    | Su 8p-9p              | -----S          | :30           | 1     | \$175.00              | P5  | 0.00          | NM          | 1          | \$175.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | -----S  |       | 1                     |                 |               |       | \$175.00              |     | 0.00          |             |            |          |
| N 14   | WFLI        | 09/29/16          | 09/30/16          | LN M-F<br>LN M-F @ 11p                            | CM    | M-F 11p-1135p         | ---TF--         | :30           | 2     | \$125.00              | P5  | 0.00          | NM          | 2          | \$250.00 |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 2                     |                 |               |       | \$125.00              |     | 0.00          |             |            |          |
| N 15   | WFLI        | 09/29/16          | 09/30/16          | LF M-F The Late Show<br>Late Show/Stephen Colbert | CM    | M-F 1135p-1237x       | ---TF--         | :30           | 2     | \$25.00               | P5  | 0.00          | NM          | 2          | \$50.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 2                     |                 |               |       | \$25.00               |     | 0.00          |             |            |          |
| N 16   | WFLI        | 09/29/16          | 09/30/16          | Late Late Show<br>The Late Late Show              | CM    | M-F 1237a-137a        | ---TF--         | :30           | 2     | \$10.00               | P5  | 0.00          | NM          | 2          | \$20.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                   |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |            |          |
|        |             | Week: 09/26/16    | 10/02/16          | ---TF--   |       | 2                     |                 |               |       | \$10.00               |     | 0.00          |             |            |          |
| Totals |             |                   |                   |   |       |                       |                 |               |       |                       |     |               | 26          | \$2,650.00 |          |