

ORDER

Orders
Order / Rev: 1245446
Alt Order #: WOC12104149
Product Desc: PBCLA
Estimate: 7404
Flight Dates: 07/15/19 - 07/21/19
Original Date / Rev: 06/24/19 / 07/29/19
Order Type: NORMAL

Rw-Ch M 6 New Order

WDAM

Primary AE: Cindy Smith
Sales Office: PIB-N
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Penn Ave
 Towson, MD 21204

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

Advertiser
Name: Clarke for Mississippi
Demographic: A50+
Product Codes: Candidate - State - Other
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 168866
Agency External ID: 1244
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/19	07/21/19	36	\$3,740.00	\$3,179.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	36	\$3,740.00	\$3,179.00	277.29
Totals	36	\$3,740.00	\$3,179.00	277.29

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cindy Smith			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	WDAM	07/15/19	07/19/19	M-F News at 5a M-F News at 5a	CM	5:00 AM-5:30 AM	11111--	:30	5	\$65.00	P-03	3.48	NM	5	\$325.00
(Program: NEWS 7 @ 5A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	11111--					5	\$65.00		3.48			
N 2	WDAM	07/15/19	07/19/19	M-F 530a News M-F 530a News	CM	5:30 AM-6:00 AM	11111--	:30	5	\$60.00	P-04	5.12	NM	5	\$300.00
(Program: NEWS 7 @ 5:30A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	11111--					5	\$60.00		5.12			
N 3	WDAM	07/15/19	07/19/19	NBC Today Show NBC Today Show	CM	7:00 AM-9:00 AM	11111--	:30	5	\$85.00	P-04	6.84	NM	5	\$425.00
(Program: TODAY SHOW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	11111--					5	\$85.00		6.84			
N 4	WDAM	07/20/19	07/20/19	NBC Sa Today NBC Sa Today	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----1-	:30	1	\$25.00	P-04	3.01	NM	0	\$0.00
(Program: TODAY SHOW SA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1-					1	\$25.00		3.01			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	-----1-			1		\$25.00	3.01					
<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	WDAM	07/15/19-07/21/19		NBC Sa Today		7:00 AM-9:00 AM	-----Sa--	:30		(\$25.00)		3.01	NM		
Credited															
[CREDIT PREEMPT & MG ON NEW EST 7434]															
N 5	WDAM	07/21/19	07/21/19	NBC Meet The Press	CM	9:00 AM-10:00 AM	-----1	:30	1	\$25.00	P-04	2.42	NM	0	\$0.00
				NBC Meet The Press											
(Program: MEET THE PRESS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	-----1			1		\$25.00	2.42					
<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	WDAM	07/15/19-07/21/19		NBC Meet The Press		9:00 AM-10:00 AM	-----Su	:30		(\$25.00)		2.42	NM		
Credited															
[CREDIT PREEMPT & MG ON NEW EST 7434]															
N 6	WDAM	07/15/19	07/19/19	NBC Today Show II	CM	9:00 AM-10:00 AM	11111--	:30	5	\$30.00	P-04	3.79	NM	5	\$150.00
				NBC Today Show II											
(Program: 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:		07/15/19	07/21/19	11111--			5		\$30.00	3.79					
N 7	WDAM	07/15/19	07/19/19	M-F 430p-5p	CM	4:30 PM-5:00 PM	11-11--	:30	4	\$60.00	P-04	10.91	NM	4	\$240.00
				Jeopardy											
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	11-11--			4		\$60.00	10.91					
N 8	WDAM	07/15/19	07/19/19	M-F 5p News	CM	5:00 PM-5:30 PM	11111--	:30	5	\$175.00	P-04	15.35	NM	5	\$875.00
				M-F 5p News											
(Program: NEWS @ 5P M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	11111--			5		\$175.00	15.35					
N 9	WDAM	07/15/19	07/18/19	M-F 630p-7p	CM	6:30 PM-7:00 PM	1111---	:30	4	\$200.00	P-04	12.98	NM	4	\$800.00
				Wheel of Fortune											
(Program: WHEEL OF FORTUNE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	1111---			4		\$200.00	12.98					
N 10	WDAM	07/20/19	07/20/19	Sat 10p News	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$200.00	P-04	8.83	NM	1	\$200.00
				Sat 10p News											
(Program: NEWS 7 @ 10P SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	-----1-			1		\$200.00	8.83					
N 11	WDAM	07/20/19	07/20/19	NBC Saturday Prime 2 Hour	CM	8:00 PM-10:00 PM	-----2-	:30	2	\$75.00	P-04	3.64	NM	0	\$0.00
				Dateline NBC	(8:00 PM-10:00 PM)										
(Program: DATELINE NBC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	-----2-			2		\$75.00	3.64					
<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	WDAM	07/15/19-07/21/19		NBC Saturday Prime 2 Hour		8:00 PM-10:00 PM	-----Sa--	:30		(\$75.00)		3.64	NM		
Credited															
[CREDIT PREEMPT & MG ON NEW EST 7434]															
2	WDAM	07/15/19-07/21/19		NBC Saturday Prime 2 Hour		8:00 PM-10:00 PM	-----Sa--	:30		(\$75.00)		3.64	NM		
Credited															
[CREDIT PREEMPT & MG ON NEW EST 7434]															
N 12	WDAM	07/15/19	07/21/19	NBC Wednesday Prime 2 Hour	CM	We 9-10p	--W----	:30	1	\$225.00	P-03	0.00	NM	1	\$225.00
				NBC Wednesday Prime Hr 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	--W----			1		\$225.00	0.00					
N 13	WDAM	07/19/19	07/19/19	NBC Friday Prime 2 Hour	CM	7:00 PM-9:00 PM	----F--	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00
				ANW	(7:00 PM-9:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/15/19	07/21/19	----F--			1		\$200.00	0.00					

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Totals													36	\$3,740.00