

ORDER



Orders
Order / Rev: 1518857
Alt Order #: 08238878
Product Desc: PRIORITIES USA ACTIO
Estimate: 4563
Flight Dates: 11/01/16 - 11/07/16
Original Date / Rev: 05/04/16 / 10/31/16
Order Type: Political

WUPW
Primary AE: Matthew Wurm
Sales Office: H-DC
Sales Region: National

Agency
Name: Targeted Platform Media, LLC
Buying Contact:
Billing Contact:
 1291 Hollywood Ave
 Annapolis, MD 21403

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

Advertiser
Name: ISS/Priorities USA Action
Demographic: A25-54
Product Codes: PL20
Priority: P15
Revenue Codes: Agency, Political, Pol-Issue

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

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/31/16 | 11/07/16 | 4 | \$2,575.00 | \$2,188.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| November 2016 | 4 | \$2,575.00 | \$2,188.75 | 0.00 |
| Totals | 4 | \$2,575.00 | \$2,188.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Wurm | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WUPW | 4% | \$2,575.00 |
| Market | 100% | \$64,375.00 |

Competitive Share

| | Share | Total |
|------|-------|-------------|
| DUPW | 0% | \$0.00 |
| ETOL | 0% | \$0.00 |
| ETVG | 0% | \$0.00 |
| TOCW | 0% | \$0.00 |
| TTWB | 0% | \$0.00 |
| WGTE | 0% | \$0.00 |
| WLMB | 0% | \$0.00 |
| WMNT | 0% | \$0.00 |
| WNWO | 8% | \$5,150.00 |
| WTOL | 50% | \$32,187.50 |
| WTVG | 38% | \$24,462.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 3 | WUPW | 11/06/16 | 11/06/16 | LOC Late News Sun Fox Toledo News at 10PM | Comm | 10-1030P | -----1 | :30 | 1 | \$475.00 | P 2 | 0.00 | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/31/16 | 11/06/16 | -----1 | | 1 | | \$475.00 | | 0.00 | | | | | |
| N 10 | WUPW | 11/01/16 | 11/07/16 | LOC Late News M-F LOC Late 10pm FOX News | Comm | 10-11pm | -TWTF-- | :30 | 3 | \$500.00 | P 2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |

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 Estimate: 4563
WUPW

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|-------------------|---------------|------|-------|-------------|-----|---------------|--------|-------|------------|
| N 10 | WUPW | 11/01/16 | 11/07/16 | LOC Late News M-F LOC Late 10pm FOX News | Comm | 10-11pm | - TWTF - - | :30 | 3 | \$500.00 | P 2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/01/16 | 11/07/16 | - TWTF - - | | 1 | | | | \$500.00 | | 0.00 | | | |
| N 13 | WUPW | 11/03/16 | 11/03/16 | Thu Hour 1 ROSEWOOD | Comm | Thursday Prime | - - - 1 - - - | :30 | 1 | \$600.00 | P 2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/16 | 11/06/16 | - - - 1 - - - | | 1 | | | | \$600.00 | | 0.00 | | | |
| N 14 | WUPW | 11/01/16 | 11/07/16 | LOC Late News M-F LOC Late 10pm FOX News | Comm | 10-11pm | MTWTF - - | 1:00 | 1 | \$1,000.00 | P 2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/01/16 | 11/07/16 | MTWTF - - | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 4 | \$2,575.00 |