

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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WUPW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N10	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			
N13	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			
N14	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