

# ORDER

**Orders**  
**Order / Rev:** 97309  
**Alt Order #:** 25316719  
**Product Desc:** ORDER  
**Estimate:** C11C17  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 10/07/16 / 10/07/16  
**Order Type:** GENERAL  
**Primary AE:** KATZ NEW YORK  
**Sales Office:** K-NYC  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Ave.  
 Alexandria, VA 22301  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Stapleton for MT Secretary of State  
**Demographic:** HH  
**Product Codes:** PL Candidate  
**Priority:** CO  
**Revenue Codes:** AGY, POL, CAND  
**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	6	\$30.00	\$25.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	6	\$30.00	\$25.50	0.00
<b>Totals</b>	<b>6</b>	<b>\$30.00</b>	<b>\$25.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz New York			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
E 1	KWYB	10/11/16	10/11/16	M-F GMA 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-T-----	1		\$5.00		0.00						
E 2	KWYB	10/12/16	10/12/16	M-F GMA 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--W----	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	--W----	1		\$5.00		0.00						
E 3	KWYB	10/13/16	10/13/16	M-F GMA 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---T---	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	---T---	1		\$5.00		0.00						
E 4	KWYB	10/14/16	10/14/16	M-F GMA 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	----F--	1		\$5.00		0.00						
E 5	KWYB	10/17/16	10/17/16	M-F GMA 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-----	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	M-----	1		\$5.00		0.00						

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 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Stapleton for MT Secretary of State  
 Product Desc: ORDER  
 Estimate: C11C17

KWYB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 6	KWYB	10/11/16	10/11/16	M-F GMA 7a-9a M-F 7a-9a	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-T-----	:15/:15	1	\$5.00	P-2	0.00	BK	1	\$5.00	
GOOD MORNING AMERICA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/10/16		10/10/16	10/16/16	-T-----		1				\$5.00		0.00				
														Totals	6	\$30.00



125 West 55th St  
New York, NY 10019

Contract # 25316719		Changes as of: 10/6/2016 at 1:00 PM		Version: Highlighting Revision 3	
CPE: STAP/ORDRC11C17		Flight: 10/11/16 - 10/17/16		Station: KMYB	
Agency: Smart Media Group		Advertiser: STAPLETON, COREY		Market: Butte, MT	
1427 LESLIE AVE		Product: ORDER		Office: NEW YORK	
SUITE #102		Agency Order #: 30048770		Primary Demo: Adults 35+	
ALEXANDRIA, VA		Buyer: Berg, Fran		Con Type: POLITICAL/VOTE	
22301		Salesperson: SUZANNE FITZGERALD		Assistant: SUSAN FIORE	
		212-373-8119		212-373-8150	
				Separation:	
				Total Spots: 14	
				Total CPP: \$1.17	
				Total GRP: 25.6	
				Traffic #: 97309	

Comments: REV ORDER FOR STAPLETON FOR MT SEC ST C11C17. ALL SPOTS HAVE BEEN CHANGED TO BOOKENDS. ALSO MADE A FEW CHANGES ON 1 OR 2 STATIONS THAT ARE ALSO NOTED IN COMMENTS. SOME MAY HAVE REV TTLS. PLEASE CONFIRM THANKS.

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11	10/12	10/13	10/14	10/15	10/16	10/17	Total Spots	Total \$	CPP	GRP
REV+ 1	M-F 7a-8a		GOOD MORNING AMERICA	\$2.50	2.2	15	1P 2	1P 2	1P 2	1P 2	0	0	1P 2	10	\$25.00	\$1.14	22.0
BOOKEND Changes: Rate from 5 to 2.5, Len from 30 to 15																	
REV+ 2	M-F 8a-9a		GOOD MORNING AMERICA	\$2.50	1.8	15	1P 2	0	0	0	0	0	0	2	\$5.00	\$1.39	3.6
BOOK END Changes: Rate from 5 to 2.5, Len from 30 to 15																	
MUL 3	M-F 4p-5p		CANCEL FAMILY FEUD	\$0.00	0.0	30	1P 0	0	1P 2	2P 0	0	0	1P 0	2	\$0.00	\$0.00	0.0
ADD TO RESPOND REBATES \$ Changes: Program from Fam Feud to CANCEL FAMILY FEUD, Rate from 20 to 0																	
TOTALS:														14	\$30.00	\$1.17	25.6