

ORDER



Orders
Order / Rev: 404773
Alt Order #:
Product Desc: The Foundation for Excellence in Educat
Estimate: 476
Flight Dates: 04/21/14 - 04/27/14
Original Date / Rev: 04/10/14 / 04/10/14
Order Type: GENERAL

WFTS

Primary AE: Dave Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mentzer Media
Buying Contact:
Billing Contact:
 600 Fairmont Avenue - Suite #306
 Towson, MD 21204

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

Advertiser
Name: The Foundation for Excellence in Edu
Demographic: A25-54
Product Codes: PL Non-Ballot Issue
Priority: P-3
Revenue Codes: POL, POL, ISS

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
03/31/14	04/26/14	19	\$13,275.00	\$11,283.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2014	19	\$13,275.00	\$11,283.75	0.00
Totals	19	\$13,275.00	\$11,283.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			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	WFTS	04/26/14	04/26/14	SA 1135p-1235a Private	CM	1135p-1235x	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				SA 1135p-1235a Private											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/21/14	04/27/14	-----S-		1				\$225.00		0.00			
E 2	WFTS	04/21/14	04/25/14	M-F 4-5p	CM	358-5p	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/21/14	04/27/14	11111--		5				\$750.00		0.00			
E 3	WFTS	04/21/14	04/25/14	M-F 2-3p	CM	158-3p	1--11--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
				2-3pm General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/21/14	04/27/14	1--11--		3				\$600.00		0.00			
E 4	WFTS	04/21/14	04/25/14	M-F 7-9a GMA	CM	658-9a	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/21/14	04/27/14	11111--		5				\$800.00		0.00			
E 5	WFTS	04/21/14	04/25/14	M-F 6-7a	CM	558-7a	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
				ABC Action News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/21/14	04/27/14	11111--		5				\$700.00		0.00			
													Totals	19	\$13,275.00