

# Sales Order

Station: **WZDC-TV** Agency: **STRATEGIC MEDIA SERVICES**  
 Contract Name: **1452590 DANNY VARGAS EST 145** Address: **1911 North Fort Myer Drive**  
 Contract#: **297601557** City: **Arlington** State: **VA** Zip: **22209**  
 Start Date: **10/09/15** End Date: **10/13/15** Buyer: **NEIL WILLIAMS**  
 Revenue Type: **POLITICAL SALES** Tax Schedule: **(None)**  
**NATIONAL** Type: **Cash** Agency Commission %: **15**  
 Advertiser: **DANNY VARGAS 4VA DEL** Billing Cycle: **Standard**  
 Address: \_\_\_\_\_ Salesperson: **5253NNATI** Comm %: **15**  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Makegood Policy: **Within Contract Dates**  
 Product Name: **29 - VA HD 86**  
 Estimate #: **145**  
 Agency Client Code: **C/P1/P2/E**  
 Competitive Code: **Politic**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/09/15	10/09/15		10:00 AM	10:30 AM	30					1			1	D	100.00	1	100.00	1	
2	10/09/15	10/09/15		7:00 AM	10:00 AM	30					2			2	D	100.00	2	200.00	1	
3	10/09/15	10/09/15		12:00 PM	1:00 PM	30					1			1	D	100.00	1	100.00	1	
4	10/09/15	10/09/15		3:00 PM	4:00 PM	30					1			1	D	112.00	1	112.00	1	
5	10/09/15	10/09/15		5:00 PM	5:30 PM	30					1			1	D	200.00	1	200.00	1	
6	10/09/15	10/09/15		5:30 PM	6:00 PM	30					1			1	D	200.00	1	200.00	1	
7	10/09/15	10/09/15		6:00 PM	6:30 PM	30					1			1	D	300.00	1	300.00	1	
8	10/09/15	10/09/15		6:30 PM	7:00 PM	30					1			1	D	300.00	1	300.00	1	
9	10/09/15	10/09/15		7:00 PM	8:00 PM	30					1			1	D	288.00	1	288.00	1	
10	10/09/15	10/09/15		8:00 PM	9:00 PM	30					1			1	D	288.00	1	288.00	1	
11	10/09/15	10/09/15		9:00 PM	10:00 PM	30					1			1	D	288.00	1	288.00	1	
12	10/09/15	10/09/15		10:00 PM	11:00 PM	30					1			1	D	288.00	1	288.00	1	
13	10/09/15	10/09/15		11:00 PM	11:30 PM	30					1			1	D	260.00	1	260.00	1	
14	10/12/15	10/13/15		10:00 AM	10:30 AM	30	1	1						2	D	100.00	2	200.00	1	
15	10/12/15	10/13/15		7:00 AM	10:00 AM	30	2	2						4	D	100.00	4	400.00	1	
16	10/12/15	10/13/15		10:30 AM	12:00 PM	30	1							1	D	100.00	1	100.00	1	
17	10/12/15	10/13/15		12:00 PM	1:00 PM	30	1	1						2	D	100.00	2	200.00	1	
18	10/12/15	10/13/15		1:00 PM	2:00 PM	30		1						1	D	100.00	1	100.00	1	
19	10/12/15	10/13/15		2:00 PM	3:00 PM	30	1							1	D	112.00	1	112.00	1	
20	10/12/15	10/13/15		4:00 PM	5:00 PM	30		1						1	D	168.00	1	168.00	1	
21	10/12/15	10/13/15		5:00 PM	5:30 PM	30	1	1						2	D	200.00	2	400.00	1	
22	10/12/15	10/13/15		5:30 PM	6:00 PM	30	1	1						2	D	200.00	2	400.00	1	
23	10/12/15	10/13/15		6:00 PM	6:30 PM	30	1	1						2	D	300.00	2	600.00	1	
24	10/12/15	10/13/15		6:30 PM	7:00 PM	30	1	1						2	D	300.00	2	600.00	1	
25	10/12/15	10/13/15		7:00 PM	8:00 PM	30	1	1						2	D	288.00	2	576.00	1	
26	10/12/15	10/13/15		8:00 PM	9:00 PM	30	1	1						2	D	288.00	2	576.00	1	
27	10/12/15	10/13/15		9:00 PM	10:00 PM	30	1	1						2	D	288.00	2	576.00	1	
28	10/12/15	10/13/15		10:00 PM	11:00 PM	30	1	1						2	D	288.00	2	576.00	1	
29	10/12/15	10/13/15		11:00 PM	11:30 PM	30	1	1						2	D	260.00	2	520.00	1	
30	10/11/15	10/11/15		5:30 PM	6:00 PM	30							1	1	D	186.00	1	186.00	1	
31	10/11/15	10/11/15		9:00 PM	11:00 PM	30							1	1	D	122.00	1	122.00	1	
32	10/11/15	10/11/15		11:00 PM	11:30 PM	30							1	1	D	122.00	1	122.00	1	
33	10/10/15	10/10/15		3:00 PM	5:00 PM	30						1		1	D	1,475.00	1	1,475.00	1	
	CONCACAF																			

CONCACAF

\* Sent to the traffic system by 5253egue, 10/07/15 @3:06PM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
34	10/10/15	10/10/15		6:00 PM	7:00 PM	30						1		1	D	1,475.00	1	1,475.00	1
CONCACAF																			

## Billing Projections: By Month

Oct 15

CA 12,408.00

ST 12,408.00

☒ Print Spot Prices

TOTAL SPOTS ..... 49

GROSS TOTAL \$ ..... 12,408.00

ADJUSTED SPOTS ..... 49

ADJUSTED TOTAL \$ ..... 12,408.00

APPROVE      DECLINE

☐☐

General Manager

☒☐

5253adup, 10/07/15 @2:20PM

☐☐

Business Manager

☒☐

5253egue, 10/07/15 @3:06PM

## ORDER WORKSHEET

Rep Order# 1452590 Ver# 3  
EC'd No

Status Revised

Traffic Order#

Last Received:  
Showing Buylines:Printed: 10/07/15 10:37 AM  
10/07/15 10:36 AM  
All Lines

1 of 4

Station WZDC-TV WASHINGTON  
Advertiser (DVVD) DANNY VARGAS 4VA DEL  
Product 29 - VA HD86  
Estimate# 145  
Buyer NEIL WILLIAMSAgency (STMS) STRATEGIC MEDIA SERVICES  
1911 NORTH FORT MYER DRIVE  
ARLINGTON, VA 22209  
Agency C/P1/P2/E 24/29/145  
Flight Dates 10/09/15-10/13/15Rep Firm NBCUNIVERSAL  
Sales Office (BD) BUSINESS DEVELOPMENT  
Salesperson (HLD) WILL HILDEBRANDT  
Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

## --- CONTRACT COMMENT ---

FRIENDS OF DANNY VARGAS - VA 86

## --- REMARKS ---

V3 SENT TO REFLECT ADDED WORLD CUP CODING ON ORDER \*FORGOT TO ADD IT ORIGINALLY\* NO OTHER CHANGES PLEASE CONFIRM THANKS!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	F	10A-1030A	DECISIONES	30	-	-	\$100.00	10/09-10/09	1	1	\$100.00 ✓
2	F	7A-10A	UN NUEVO DIA	30	-	-	\$100.00	10/09-10/09	2	2	\$200.00 ✓
3	F	12P-1P	EL CLON	30	-	-	\$100.00	10/09-10/09	1	1	\$100.00 ✓
4	F	3P-4P	MJR CERRADO	30	-	-	\$112.00	10/09-10/09	1	1	\$112.00 ✓
5	F	5P-530P	CASO CERRD N/R	30	-	-	\$200.00	10/09-10/09	1	1	\$200.00 ✓
6	F	530P-6P	CASO CERRADO	30	-	-	\$200.00	10/09-10/09	1	1	\$200.00 ✓
7	F	6P-630P	TEINT-WASHN-DC	30	-	-	\$300.00	10/09-10/09	1	1	\$300.00 ✓
8	F	630P-7P	NOTICIERO	30	-	-	\$300.00	10/09-10/09	1	1	\$300.00 ✓
9	F	7P-8P	CC-ED-ESTL	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00 ✓
10	F	8P-9P	AVN BRASIL	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00 ✓
11	F	9P-10P	BAJO CIELO	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00 ✓
12	F	10P-11P	SEÑOR CLS 3	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00 ✓



## ORDER WORKSHEET

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Traffic Order#

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All Lines

2 of 4

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Buyer NEIL WILLIAMS

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1911 NORTH FORT MYER DRIVE  
ARLINGTON, VA 22209  
Agency C/P1/P2/E 24/29/145  
Flight Dates 10/09/15-10/13/15

Rep Firm NBCUNIVERSAL  
Sales Office (BD) BUSINESS DEVELOPMENT  
Salesperson (HLD) WILL HILDEBRANDT  
Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	F	11P-1130P	TELN-TW-LT NW	30	-	-	\$260.00	10/09-10/09	1	1	\$260.00
14	M-Tu	10A-1030A	DECISIONES	30	-	-	\$100.00	10/12-10/13	2	2	\$200.00
		Buy Comment: 1X/DAY PREFERRED									
15	M-Tu	7A-10A	NUEVO DIA	30	-	-	\$100.00	10/12-10/13	4	4	\$400.00
		Buy Comment: 2X/DAY PREFERRED									
16	M-Tu	1030A-12P	AURORA MF-TEL	30	-	-	\$100.00	10/12-10/13	1	1	\$100.00
17	M-Tu	12P-1P	CLON	30	-	-	\$100.00	10/12-10/13	2	2	\$200.00
		Buy Comment: 1X/DAY PREFERRED									
18	M-Tu	1P-2P	AVG ALL WKS	30	-	-	\$100.00	10/12-10/13	1	1	\$100.00
19	M-Tu	2P-3P	SUELTA MF	30	-	-	\$112.00	10/12-10/13	1	1	\$112.00
20	M-Tu	4P-5P	AL ROJO VIVO	30	-	-	\$168.00	10/12-10/13	1	1	\$168.00
21	M-Tu	5P-530P	CASO CR MF	30	-	-	\$200.00	10/12-10/13	2	2	\$400.00
22	M-Tu	530P-6P	CASO CERRADO	30	-	-	\$200.00	10/12-10/13	2	2	\$400.00
23	M-Tu	6P-630P	TELN-TWASHN-DC	30	-	-	\$300.00	10/12-10/13	2	2	\$600.00
24	M-Tu	630P-7P	NOTICIERO	30	-	-	\$300.00	10/12-10/13	2	2	\$600.00
25	M-Tu	7P-8P	CC-ED-ESTLR	30	-	-	\$288.00	10/12-10/13	2	2	\$576.00
26	M-Tu	8P-9P	AVN BRASIL	30	-	-	\$288.00	10/12-10/13	2	2	\$576.00

# ORDER WORKSHEET

Rep Order# 1452590 Ver# 3 Status Revised Traffic Order# Printed: 10/07/15 10:37 AM 3 of 4  
 EC'd No Last Received: 10/07/15 10:36 AM  
 Showing Buylines: All Lines

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
27	M-Tu	9P-10P	BAJO CIELO	30	-	-	\$288.00	10/12-10/13	2	2	\$576.00
28	M-Tu	10P-11P	SENR CLS 3	30	-	-	\$288.00	10/12-10/13	2	2	\$576.00
29	M-Tu	11P-1130P	TELENT-WS-LT	30	-	-	\$260.00	10/12-10/13	2	2	\$520.00
30	Su	530P-6P	AGENDA	30	-	-	\$186.00	10/11-10/11	1	1	\$186.00
31	Su	9P-11P	CINE	30	-	-	\$122.00	10/11-10/11	1	1	\$122.00
32	Su	11P-1130P	TITUL TEL SU 2	30	-	-	\$122.00	10/11-10/11	1	1	\$122.00
33	Sa	3P-5P	CONCACAF SEMI-FINAL	30	-	-	\$1,475.00	10/10-10/10	1	1	\$1,475.00
34	Sa	6P-7P	CONCACAF SEMI-FINAL	30	-	-	\$1,475.00	10/10-10/10	1	1	\$1,475.00

---REPORT TOTALS---  
 Report Totals: 49 / \$12,408.00

---SALES MONTHLY TOTALS---

Oct2015: 49 / \$12,408.00  
 Order Totals: 49 / \$12,408.00  
 Total GRPS: 0.0  
 Market Totals \$21,768.42  
 OTH 43.00%  
 WAA .00%  
 WUSA .00%  
 WZDC 57.00%

---COMPETITIVE---  
 Books [OCT15]  
 Demos RHOMESP

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**Status** Revised

**Traffic Order#**

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**Agency C/P1/P2/E** 24/29/145  
**Flight Dates** 10/09/15-10/13/15

**Rep Firm** NBCUNIVERSAL  
**Sales Office** (BD) BUSINESS DEVELOPMENT  
**Salesperson** (HLD) WILL HILDEBRANDT  
**Sales Assistant** KIM  
**Salesperson Phone#** 2028854861  
**Salesperson Fax#**

--- Agency Comment ---  
T=67172

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

# ORDER WORKSHEET

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Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

## --- CONTRACT COMMENT ---

FRIENDS OF DANNY VARGAS - VA 86

## --- REMARKS ---

NEW ORDER STARTING THIS FRIDAY 10/09! ALL :30S SPOTS. TRY TO PLACE SPOTS 1X/DAY WHEN ORDERED MORE THAN 1X PLEASE CONFIRM THANK YOU!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	F	10A-1030A	DECISIONES	30	-	-	\$100.00	10/09-10/09	1	1	\$100.00
2	F	7A-10A	UN NUEVO DIA	30	-	-	\$100.00	10/09-10/09	2	2	\$200.00
3	F	12P-1P	EL CLON	30	-	-	\$100.00	10/09-10/09	1	1	\$100.00
4	F	3P-4P	MJR CERRADO	30	-	-	\$112.00	10/09-10/09	1	1	\$112.00
5	F	5P-530P	CASO CERRD N/R	30	-	-	\$200.00	10/09-10/09	1	1	\$200.00
6	F	530P-6P	CASO CERRADO	30	-	-	\$200.00	10/09-10/09	1	1	\$200.00
7	F	6P-630P	TEINT-WASHN-DC	30	-	-	\$300.00	10/09-10/09	1	1	\$300.00
8	F	630P-7P	NOTICIERO	30	-	-	\$300.00	10/09-10/09	1	1	\$300.00
9	F	7P-8P	CC-ED-ESTL	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00
10	F	8P-9P	AVN BRASIL	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00
11	F	9P-10P	BAJO CIELO	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00
12	F	10P-11P	SEÑOR CLS 3	30	-	-	\$288.00	10/09-10/09	1	1	\$288.00



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15	M-Tu	7A-10A	NUEVO DIA Buy Comment: 2X/DAY PREFERRED	30	-	-	\$100.00	10/12-10/13	4	4	\$400.00
16	M-Tu	1030A-12P	AURORA ME-TEL	30	-	-	\$100.00	10/12-10/13	1	1	\$100.00
17	M-Tu	12P-1P	CLON Buy Comment: 1X/DAY PREFERRED	30	-	-	\$100.00	10/12-10/13	2	2	\$200.00
18	M-Tu	1P-2P	AVG ALL WKS	30	-	-	\$100.00	10/12-10/13	1	1	\$100.00
19	M-Tu	2P-3P	SUELTA ME	30	-	-	\$112.00	10/12-10/13	1	1	\$112.00
20	M-Tu	4P-5P	AL ROJO VIVO	30	-	-	\$168.00	10/12-10/13	1	1	\$168.00
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28	M-Tu	10P-11P	SENR CLS 3	30	-	-	\$288.00	10/12-10/13	2	2	\$576.00
29	M-Tu	11P-1130P	TELANI-WS-LT	30	-	-	\$260.00	10/12-10/13	2	2	\$520.00
30	Su	530P-6P	AGENDA	30	-	-	\$186.00	10/11-10/11	1	1	\$186.00
31	Su	9P-11P	CINE	30	-	-	\$122.00	10/11-10/11	1	1	\$122.00
32	Su	11P-1130P	TITUL TEL SU 2	30	-	-	\$122.00	10/11-10/11	1	1	\$122.00
33	Sa	3P-5P	CONCACAF SEMI-FINAL	30	-	-	\$1,475.00	10/10-10/10	1	1	\$1,475.00
34	Sa	6P-7P	CONCACAF SEMI-FINAL	30	-	-	\$1,475.00	10/10-10/10	1	1	\$1,475.00

## ---REPORT TOTALS---

Report Totals: 49 / \$12,408.00

## ---SALES MONTHLY TOTALS---

Oct2015: 49 / \$12,408.00  
Order Totals: 49 / \$12,408.00  
Total GRPS: 0.0  
--- COMPETITIVE ---  
Market Totals \$21,768.42 OTH 43.00% WAA .00% WUSA .00% WZDC 57.00%

Books [OCT15]  
Demos RHOMESP

# ORDER WORKSHEET

Rep Order# 1452590 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/06/15 3:37 PM  
Last Received: 10/06/15 3:00 PM  
Showing Buylines:

All Lines

4 of 4

Station WZDC-TV WASHINGTON  
Advertiser (DVVD) DANNY VARGAS 4VA DEL  
Product 29 - VA HD86  
Estimate# 145  
Buyer NEIL WILLIAMS

Agency (STMS) STRATEGIC MEDIA SERVICES  
1911 NORTH FORT MYER DRIVE  
ARLINGTON, VA 22209  
Agency C/P1/P2/E 24/29/145  
Flight Dates 10/09/15-10/13/15

Rep Firm NBCUNIVERSAL  
Sales Office (BD) BUSINESS DEVELOPMENT  
Salesperson (HLD) WILL HILDEBRANDT  
Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

--- Agency Comment ---  
T=67172

--- CREDIT RISK ---  
STANDARD CREDIT TERMS