

ORDER



Orders
Order / Rev: 2736051
Alt Order #: 27150101
Product Desc: TV
Estimate: 8167
Flight Dates: 10/20/20 - 10/26/20
Original Date / Rev: 10/19/20 / 10/19/20
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact: _____
Billing Contact: _____
3050 K Street, NW
Washington, DC 20007

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

Advertiser Name: POL/House Majority PAC
Demographic: HH
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P5

Order Brand: _____
New Business Thru: _____
Advertiser External ID: _____
Agency External ID: IN14921
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	6	\$2,000.00	\$1,700.00
10/26/20	11/29/20	2	\$750.00	\$637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	6	\$2,000.00	\$1,700.00	0.00
November 2020	2	\$750.00	\$637.50	0.00
Totals	8	\$2,750.00	\$2,337.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
Grand Rapids WXSP	1%	\$2,750.00
Market	100%	\$275,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	99%	\$272,250.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WZPX	0%	\$0.00
WZZM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXSP	10/20/20	10/26/20	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00

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Grand Rapids WXSP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--					5	\$250.00		0.00			
N 2	WXSP	10/20/20	10/26/20	News 8 @ 10p News 8 @ 10p	CM	10-1030p	MTWTF--	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
24 Hour News 8 At 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	MTWTF--					2	\$500.00		0.00			
N 3	WXSP	10/24/20	10/24/20	News 8 @ 10 Saturday News 8 @ 10p Saturday	CM	10-1030p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
24 Hour News 8 At 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----S-					1	\$500.00		0.00			
													Totals	8	\$2,750.00