

## ORDER



**Orders**  
**Order / Rev:** 477280  
**Alt Order #:** WOC11840469  
**Product Desc:** Issue  
**Estimate:** 7680  
**Flight Dates:** 10/24/18 - 10/29/18  
**Original Date / Rev:** 10/23/18 / 10/23/18  
**Order Type:** GENERAL

**WTVF**  
**Primary AE:** Frank LeBlanc  
**Sales Office:** EWSDC  
**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/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Senate Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL Non-Ballot Issue, PL Ballot Issue  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-3

**New Business Thru:**  
**Advertiser External ID:** 229085  
**Agency External ID:** 123989  
**Unit Code:** General  
**Order Separation:** 00:20:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	29	\$81,650.00	\$69,402.50
10/29/18	10/29/18	7	\$12,275.00	\$10,433.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	29	\$81,650.00	\$69,402.50	122.94
November 2018	7	\$12,275.00	\$10,433.75	29.61
<b>Totals</b>	<b>36</b>	<b>\$93,925.00</b>	<b>\$79,836.25</b>	<b>152.55</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Frank LeBlanc			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
N 1	WTVF	10/24/18	10/29/18	M-F 5-6am M-F 5-6am	CM	5-6am	M-WTF--	:30	2	\$1,400.00	P-2	3.18	NM	2	\$2,800.00
(Program: Morning Report Early Edition)Nov-2017L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	M-WTF--			2			\$1,400.00		3.18			
N 2	WTVF	10/24/18	10/29/18	M-F 6-7am M-F 6-7am	CM	6-7am	M-WTF--	:30	2	\$2,000.00	P-2	5.12	NM	2	\$4,000.00
(Program: Morning Report 6-7 AM)Nov-2017L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	M-WTF--			2			\$2,000.00		5.12			
N 3	WTVF	10/24/18	10/29/18	M-F 7-8am M-F 7-8am	CM	7-8am	M-WTF--	:30	2	\$3,000.00	P-2	4.71	NM	2	\$6,000.00
(Program: CBS This Morning 7-8 AM)Nov-2017L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	M-WTF--			2			\$3,000.00		4.71			
N 4	WTVF	10/24/18	10/29/18	M-F 8-9am M-F 8-9am	CM	8-9am	M-WTF--	:30	2	\$2,000.00	P-1	4.32	NM	2	\$4,000.00
(Program: CBS This Morning 8-9 AM)Nov-2017L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	M-WTF--			2			\$2,000.00		4.32			
N 5	WTVF	10/24/18	10/29/18		CM	9-10am	M-WTF--	:30	2	\$1,400.00	P-1	3.73	NM	2	\$2,800.00

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 Estimate: 7680

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9-10am M-F 9-10am (Program: Pickler and Ben)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 2 \$1,400.00 3.73															
N 6	WTVF	10/24/18	10/29/18	M-F 10-11am M-F 10-11am (Program: Price is Right)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 2 \$2,000.00 4.92	CM	10-11am	M-WTF--	:30	2	\$2,000.00	P-1	4.92	NM	2	\$4,000.00
N 7	WTVF	10/24/18	10/29/18	M-F 11-1130am M-F 11-1130am (Program: Talk of the Town)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 2 \$1,400.00 4.00	CM	1058-1130am	M-WTF--	:30	2	\$1,400.00	P-1	4.00	NM	2	\$2,800.00
N 8	WTVF	10/24/18	10/29/18	M-F 1130am-1230pm M-F 1130am-1230pm (Program: Young & the Restless)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 2 \$3,000.00 4.71	CM	1130am-1230pm	M-WTF--	:30	2	\$3,000.00	P-1	4.71	NM	2	\$6,000.00
N 9	WTVF	10/24/18	10/29/18	M-F 1-2pm M-F 1-2pm (Program: The Talk)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$1,400.00 3.13	CM	1-2pm	M-WTF--	:30	1	\$1,400.00	P-1	3.13	NM	1	\$1,400.00
N 10	WTVF	10/24/18	10/29/18	M-F 2-3pm M-F 2-3pm (Program: Let's Make a Deal)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$1,400.00 3.04	CM	2-3pm	M-WTF--	:30	1	\$1,400.00	P-1	3.04	NM	1	\$1,400.00
N 11	WTVF	10/24/18	10/29/18	M-F 3-4pm M-F 3-4pm (Program: Ellen)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$1,400.00 3.46	CM	3-4pm	M-WTF--	:30	1	\$1,400.00	P-2	3.46	NM	1	\$1,400.00
N 12	WTVF	10/24/18	10/29/18	M-F 4-430pm M-F 4-430pm (Program: NewsChannel 5 at 4 PM)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$2,200.00 5.36	CM	4-430pm	M-WTF--	:30	1	\$2,200.00	P-1	5.36	NM	1	\$2,200.00
N 13	WTVF	10/24/18	10/29/18	M-F 430-5pm M-F 430-5pm (Program: Inside Edition)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$2,400.00 7.26	CM	428-5pm	M-WTF--	:30	1	\$2,400.00	P-1	7.26	NM	1	\$2,400.00
N 14	WTVF	10/24/18	10/29/18	M-F 5-530pm M-F 5-530pm (Program: NewsChannel 5 at 5 PM)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$3,000.00 7.41	CM	5-530pm	M-WTF--	:30	1	\$3,000.00	P-2	7.41	NM	1	\$3,000.00
N 18	WTVF	10/24/18	10/29/18	M-F 1035-1135pm M-F 1035-1135pm (Program: Late Show w/ Stephen Colbert)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$1,000.00 3.48	CM	1035-1135pm	M-WTF--	:30	1	\$1,000.00	P-1	3.48	NM	1	\$1,000.00
N 19	WTVF	10/24/18	10/29/18	M-F 1135pm-1238am M-F 1135pm-1238am (Program: James Corden)Nov-2017L3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/18 10/29/18 M-WTF-- 1 \$500.00 1.57	CM	1135pm-1238am	M-WTF--	:30	1	\$500.00	P-2	1.57	NM	1	\$500.00
N 20	WTVF	10/24/18	10/29/18		CM	1238-108am	M-WTF--	:30	1	\$300.00	P-1	1.18	NM	1	\$300.00

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 Estimate: 7680

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1238-108am											
				M-F 1238-108am											
				(Program: Inside Edition)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/18	10/29/18	M-WTF--					1	\$300.00		1.18			
N21	WTVF	10/24/18	10/29/18	M-F 108-207am	CM	108-207am	M-WTF--	:30	3	\$75.00	P-2	1.01	NM	3	\$225.00
				M-F 108-207am											
				(Program: Judge Faith)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/18	10/29/18	M-WTF--					3	\$75.00		1.01			
N24	WTVF	10/24/18	10/29/18	M-SU 10-1035pm News	CM	10-1035pm	M-WTFSS	:30	1	\$3,000.00	P-2	7.65	NM	1	\$3,000.00
				M-SU 10-1035pm News											
				(Program: NewsChannel 5 at 10 PM)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/18	10/29/18	M-WTFSS					1	\$3,000.00		7.65			
N28	WTVF	10/24/18	10/26/18	Friday Prime A	CM	7-8pm	----F--	:30	1	\$6,000.00	P-2	7.10	NM	1	\$6,000.00
				Friday Prime 7-8pm											
				(Program: MacGyver)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	----F--					1	\$6,000.00		7.10			
N29	WTVF	10/26/18	10/26/18	Friday Prime B	CM	8-9pm	----F--	:30	1	\$10,000.00	P-1	8.50	NM	1	\$10,000.00
				Friday Prime 8-9pm											
				(Program: Hawaii 5-0)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	----F--					1	\$10,000.00		8.50			
N30	WTVF	10/26/18	10/26/18	Friday Prime C	CM	9-10pm	----F--	:30	1	\$10,000.00	P-1	10.70	NM	1	\$10,000.00
				Friday Prime 9-10pm											
				(Program: Blue Bloods)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	----F--					1	\$10,000.00		10.70			
N31	WTVF	10/25/18	10/27/18	College Regular Season	CM	1030am-6pm	-----S-	:30	1	\$5,300.00	P-1	7.30	NM	1	\$5,300.00
				College Regular Season											
				(Program: SEC College Football)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	-----S-					1	\$5,300.00		7.30			
N33	WTVF	10/28/18	10/28/18	NFL Non-Titans	CM	1158am-630pm	-----S	:30	1	\$6,800.00	P-2	3.00	NM	1	\$6,800.00
				NFL Non-Titans											
				(Program: NFL Football: Non-Titans Game)Nov-2017L3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	-----S					1	\$6,800.00		3.00			
N34	WTVF	10/25/18	10/25/18	Thursday Prime C	CM	9-10pm	---T---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				Thursday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	---T---					1	\$6,000.00		0.00			
N35	WTVF	10/27/18	10/27/18	SA 1035-1135pm	CM	1035-1135pm	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				SA 1035-1135pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	-----S-					1	\$600.00		0.00			
													Totals	36	\$93,925.00