

ORDER

Orders
Order / Rev: 132406
Alt Order #: 26034724
Product Desc: Issue
Estimate: 6511
Flight Dates: 09/18/18 - 09/24/18
Original Date / Rev: 09/13/18 / 09/13/18
Order Type: GENERAL
Primary AE: NAWYB
Sales Office: Katz New York
Sales Region: K-NYC
Agency Commission: 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: POL/NEA Advocacy Fund
Demographic: A25-54
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: IS
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/18	09/24/18	43	\$8,415.00	\$7,152.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	43	\$8,415.00	\$7,152.75	0.00
Totals	43	\$8,415.00	\$7,152.75	0.00

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
1	NWYB	09/18/18	09/24/18	M-F 10a-11a Judge Mathis	CM	10:00 AM-11:00 AM	MTWTF--	:30	15	\$75.00	IS	0.00	NM	15	\$1,125.00
Judge Mathis <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/18 09/24/18 MTWTF-- 15 \$75.00 0.00															
2	NWYB	09/18/18	09/24/18	M-F 11a-12p HOT BENCH	CM	11:00 AM-12:00 PM	MTWTF--	:30	1	\$75.00	IS	0.00	NM	1	\$75.00
HOT BENCH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/18 09/24/18 MTWTF-- 1 \$75.00 0.00															
3	NWYB	09/18/18	09/24/18	M-F 1p-2p Dateline	CM	1p-2p	MTWTF--	:30	1	\$100.00	IS	0.00	NM	1	\$100.00
Dateline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/18 09/24/18 MTWTF-- 1 \$100.00 0.00															
4	NWYB	09/18/18	09/24/18	M-F 12p-1p FACE THE TRUTH	CM	12p-1p	MTWTF--	:30	15	\$75.00	IS	0.00	NM	15	\$1,125.00
FACE THE TRUTH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/18 09/24/18 MTWTF-- 15 \$75.00 0.00															
5	NWYB	09/18/18	09/24/18	M-F 4p-5p MOM	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$75.00	IS	0.00	NM	1	\$75.00

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 NWYB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MOM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/18	09/24/18	MTWTF--			1			\$75.00			0.00		
6	NWYB	09/18/18	09/24/18	M-F 6p-7p Big Bang Theory	CM	6:00 PM-7:00 PM	MTWTF--	:30	1	\$300.00	IS	0.00	NM	1	\$300.00
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/18	09/24/18	MTWTF--			1			\$300.00			0.00		
N 7	NWYB	09/21/18	09/21/18	Fri Prime Hour 1 THE RESIDENT	CM	7:00 PM-8:00 PM	----F--	:30	2	\$300.00	IS	0.00	NM	2	\$600.00
THE RESIDENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/18	09/23/18	----F--			2			\$300.00			0.00		
8	NWYB	09/22/18	09/22/18	College Football College Football FOX College Football Prime Game	CM	5:30 PM-9:00 PM (5:30 PM-9:00 PM)	-----S-	:30	2	\$1,000.00	IS	0.00	NM	2	\$2,000.00
FOX College Football Prime Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/18	09/23/18	-----S-			2			\$1,000.00			0.00		
9	NWYB	09/22/18	09/22/18	College Football College Football FOX College Football Day Game	CM	10:00 AM-5:00 PM (10:00 AM-5:00 PM)	-----S-	:30	1	\$1,250.00	IS	0.00	NM	1	\$1,250.00
FOX College Football Day Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/18	09/23/18	-----S-			1			\$1,250.00			0.00		
10	NWYB	09/18/18	09/24/18	M-F 530a-6a How I Met Your Mother	CM	5:30 AM-6:00 AM	MTWTF--	:30	1	\$15.00	IS	0.00	NM	1	\$15.00
How I Met Your Mother															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/18	09/24/18	MTWTF--			1			\$15.00			0.00		
11	NWYB	09/23/18	09/23/18	NFL KICKOFF NFL KICKOFF FOX NFL Kickoff	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	-----S	:30	1	\$750.00	IS	0.00	NM	1	\$750.00
FOX NFL Kickoff															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/18	09/23/18	-----S			1			\$750.00			0.00		
N 12	NWYB	09/23/18	09/23/18	Sun Prime Hour 2 Family Guy/Rel	CM	7:00 PM-8:00 PM	-----S	:30	2	\$500.00	IS	0.00	NM	2	\$1,000.00
Family Guy/Rel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/18	09/23/18	-----S			2			\$500.00			0.00		
													Totals	43	\$8,415.00



125 West 55th St
New York, NY 10019

Contract # 26034724 Changes as of: 9/12/2018 at 4:07 PM Version: Highlighting Makegood 2 Status: Accepted

CPE: 163/173/6511 Flight: 9/18/18 - 9/24/18 Station: NMYB Con Type: POLITICAL/NOTE

Agency: WATERFRONT STRATEGIE Advertiser: NEA ADVOCACY FUND Market: Butte, MT Total \$: \$8,415.00

3050 K ST NW #100 Product: Issue Office: NEW YORK Total Spots: 43

Washington, DC 20007 Agency Order #: 7440030 Buyer: Chiusano, Dawn Service: Nielsen Total CPP: \$134.21

Salesperson: ELISSA JANOFSKY Separation: 232-373-8155 Primary Demo: Adults 35+ Assistant: SUSAN FIORE Traffic #: 132406

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	9/18 - 9/18		Total Spots	Total \$	CPP*	GRP*
							9/18	9/18				
MSD 7	F 7p-8p		Masterchef (R) Fri-FOX	\$300.00	1.9	30	2	0	\$0.00	\$157.89	0.0	
MSD 12	Su 7p-8p		Simpsons/Family Guy	\$500.00	1.3	30	1	0	\$0.00	\$384.62	0.0	
MSD 13	Su 8p-9p		Simpsons/Family Guy	\$500.00	1.4	30	1	0	\$0.00	\$357.14	0.0	
MGD 17	F 7p-8p		The Resident	\$300.00	1.9	30	2	2	\$600.00	\$157.89	3.8	
MGD 18	Su 7p-9p		Family Guy/REL	\$500.00	1.3	30	2	2	\$1,000.00	\$384.62	2.6	
TOTALS:							43	30	43	\$8,415.00	\$134.21	62.7

Makegood Comments

Date/Time	Action	Added by	Comment
09/13/18 2:38 PM	Accepted	ELISSA JANOFSKY	Dawn Chiusano accepted via 9/13 email