

ORDER

Orders	Order / Rev:	132406	
	Alt Order #:	26034724	
	Product Desc:	Issue	
	Estimate:	6511	NWYB
	Flight Dates:	09/18/18 - 09/24/18	Primary AE: Katz New York
	Original Date / Rev:	09/13/18 / 09/13/18	Sales Office: K-NYC
	Order Type:	GENERAL	Sales Region: NAT
Agency	Name:	Waterfront Strategies	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		3050 K Street NW	Billing Cycle: EOM/EOC
		Washington, DC 20007	Agency Commission: 15%
Advertiser	Name:	POL/NEA Advocacy Fund	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	PL Issue	Advertiser External ID:
	Revenue Code 1:	AGY	Agency External ID:
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	ISS	Order Separation: 00:20:00
	Priority:	IS	

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
		<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
		<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
		<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
		<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

Order / Rev: 132406
 Alt Order #: 26034724
 Flight Dates: 09/18/18 - 09/24/18

Advertiser: POL/NEA Advocacy Fund
 Product Desc: Issue
 Estimate: 6511
 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		09/18/18	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
		<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		09/18/18	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
		<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		09/17/18	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
		<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		09/17/18	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
		<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		09/17/18	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
		<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		09/18/18	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
		<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		09/17/18	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
		<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		09/17/18	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 Washington, DC 20007	Product: Issue	Office: NEW YORK	Total Spots: 43
	Agency Order #: 7440030	Service: Nielsen	Total CPM: \$134.21
	Buyer: Chiusano, Dawn	Primary Demo: Adults 35+	Total GRP: 62.7
	Salesperson: ELISSA JANOFISKY	Assistant: SUSAN FIORE	Traffic #: 132406
	Separation: 232-373-8155		

Comments: Separation: 30

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

Makegood Comments

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