

## ORDER



**Orders**  
**Order / Rev:** 1514109  
**Alt Order #:** 08879327  
**Product Desc:** 45 COMMITTEE  
**Estimate:** 5600  
**Flight Dates:** 12/14/17 - 12/15/17  
**Original Date / Rev:** 12/12/17 / 12/12/17  
**Order Type:** Political

## WCSH

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 210 W Pennsylvania Ave Ste 250  
 Towson, MD 21204

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

**Advertiser Name:** 45 Committee / ISS  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P02-FTB  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107735  
**Agency External ID:** 3924AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/27/17	12/15/17	17	\$8,900.00	\$7,565.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2017	17	\$8,900.00	\$7,565.00	89.50
<b>Totals</b>	<b>17</b>	<b>\$8,900.00</b>	<b>\$7,565.00</b>	<b>89.50</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WCSH	55%	\$8,900.00
Market	100%	\$16,181.82

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCBW	0%	\$0.00
WGME	0%	\$0.00
WMEA	0%	\$0.00
WMPX	0%	\$0.00
WMTW	33%	\$5,340.00
WPFO	12%	\$1,941.82
WPME	0%	\$0.00
WPXT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCSH	12/14/17	12/14/17	Today Show 2	CM	9-10a	---T---	:30	1	\$250.00	P02-F	2.20	NM	1	\$250.00
Today 2 TARGET 108 INDEX: 99. NIELSEN: 2 TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		12/11/17	12/17/17	---T---			1			\$250.00		2.20			

Order / Rev: 1514109  
 Alt Order #: 08879327  
 Flight Dates: 12/14/17 - 12/15/17

Advertiser: 45 Committee / ISS  
 Product Desc: 45 COMMITTEE  
 Estimate: 5600

WCSH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WCSH	12/15/17	12/15/17	Today Show Today Show	CM	7-9a	----F--	:30	2	\$550.00	P02-F	5.40	NM	2	\$1,100.00
TARGET 108 INDEX: 102. NIELSEN: 4.7 TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 2 \$550.00 5.40															
N 3	WCSH	12/14/17	12/14/17	Local News @ 5a M-F Local News @ 5a M-F	CM	5-7a (5:58 AM-7:00 AM)	---T---	:30	1	\$650.00	P02-F	5.90	NM	1	\$650.00
TARGET 108 INDEX: 100. NIELSEN: 5 NWSCNTR-RPT 2< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$650.00 5.90															
N 4	WCSH	12/15/17	12/15/17	Local News @ 5a M-F Local News @ 5a M-F	CM	5-7a (5:58 AM-7:00 AM)	----F--	:30	1	\$650.00	P02-F	5.90	NM	1	\$650.00
TARGET 108 INDEX: 100. NIELSEN: 5 NWSCNTR-RPT 2< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 1 \$650.00 5.90															
N 5	WCSH	12/14/17	12/14/17	Local News @ 5a M-F Local News @ 5a M-F	CM	5-7a (5:58 AM-7:00 AM)	---T---	:30	1	\$650.00	P02-F	7.00	NM	1	\$650.00
TARGET 108 INDEX: 102. NIELSEN: 6.1 NWSCNTR-RPT 2< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$650.00 7.00															
N 6	WCSH	12/15/17	12/15/17	Local News @ 5a M-F Local News @ 5a M-F	CM	5-7a (5:58 AM-7:00 AM)	----F--	:30	1	\$650.00	P02-F	7.00	NM	1	\$650.00
TARGET 108 INDEX: 102. NIELSEN: 6.1 NWSCNTR-RPT 2< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 1 \$650.00 7.00															
N 7	WCSH	12/14/17	12/14/17	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	---T---	:30	1	\$1,200.00	P02-F	13.30	NM	1	\$1,200.00
TARGET 108 INDEX: 103. NIELSEN: 11.4 NWSCNTR-6:00< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$1,200.00 13.30															
N 8	WCSH	12/15/17	12/15/17	Today Show 2 Today 2	CM	9-10a	----F--	:30	1	\$250.00	P02-F	2.20	NM	1	\$250.00
TARGET 108 INDEX: 99. NIELSEN: 2 TODAY SHW2-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 1 \$250.00 2.20															
N 9	WCSH	12/14/17	12/14/17	Local News @ 11p M-F NEWS CENTER at 11 (M-F)	CM	11p-1135p	---T---	:30	1	\$325.00	P02-F	2.20	NM	1	\$325.00
TARGET 108 INDEX: 109. NIELSEN: 1.8 NWSCNTR 6 @ 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$325.00 2.20															
N 10	WCSH	12/15/17	12/15/17	Local News @ 11p M-F NEWS CENTER at 11 (M-F)	CM	11p-1135p	----F--	:30	1	\$325.00	P02-F	2.20	NM	1	\$325.00
TARGET 108 INDEX: 109. NIELSEN: 1.8 NWSCNTR 6 @ 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 1 \$325.00 2.20															
N 11	WCSH	12/14/17	12/14/17	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$375.00	P02-F	4.00	NM	1	\$375.00
TARGET 108 INDEX: 97. NIELSEN: 3.6 NWSCNTR-5:00< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$375.00 4.00															
N 12	WCSH	12/15/17	12/15/17	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$375.00	P02-F	4.00	NM	1	\$375.00
TARGET 108 INDEX: 97. NIELSEN: 3.6 NWSCNTR-5:00< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ----F-- 1 \$375.00 4.00															
N 13	WCSH	12/14/17	12/14/17	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	---T---	:30	1	\$500.00	P02-F	6.00	NM	1	\$500.00
TARGET 108 INDEX: 97. NIELSEN: 5.4 NWSCNTR-5:30< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 12/11/17 12/17/17 ---T--- 1 \$500.00 6.00															
N 14	WCSH	12/15/17	12/15/17		CM	530-6p	----F--	:30	1	\$500.00	P02-F	6.00	NM	1	\$500.00

Order / Rev: 1514109  
 Alt Order #: 08879327  
 Flight Dates: 12/14/17 - 12/15/17

Advertiser: 45 Committee / ISS  
 Product Desc: 45 COMMITTEE  
 Estimate: 5600

WCSH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 530p M-F															
Local News @ 530p M-F															
TARGET 108 INDEX: 97. NIELSEN: 5.4 NWSCNTR-5:30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		12/11/17	12/17/17	----F--		1		\$500.00		6.00					
N 15	WCSH	12/14/17	12/14/17	Today Show	CM	7-9a	---T---	:30	2	\$550.00	P02-F	5.40	NM	2	\$1,100.00
Today Show															
TARGET 108 INDEX: 102. NIELSEN: 4.7 TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		12/11/17	12/17/17	---T---		2		\$550.00		5.40					
													Totals	17	\$8,900.00