

# ORDER



**Orders**  
**Order / Rev:** 1431871  
**Alt Order #:** 25906567  
**Product Desc:** Sandy Pensler for Se  
**Estimate:**  
**Flight Dates:** 03/08/18 - 03/14/18  
**Original Date / Rev:** 03/07/18 / 03/07/18  
**Order Type:** REG

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

**Agency Name:** Jamestown Associates  
**Buying Contact:**  
**Billing Contact:**  
 116 Craig Road  
 Manalapan, NJ 07726

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

**Advertiser Name:** POL/Sandy Pensler/US Senate/Rep/MI  
**Demographic:** A50+  
**Product Codes:** PL11  
**Priority:** P3  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN11165/SP1819/AU5881  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/14/18	28	\$13,700.00	\$11,645.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	28	\$13,700.00	\$11,645.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$13,700.00</b>	<b>\$11,645.00</b>	<b>0.00</b>

**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
WOOD Grand Rapids	20%	\$13,700.00
Market	100%	\$68,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$54,800.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WXSP	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	WOOD	03/08/18	03/14/18	Today Show M-F Today Show	CM	7-8a (7:00 AM-8:00 AM)	---TF--	:30	1	\$350.00	P4	0.00	NM	3	\$1,050.00
COMMENTS APPLY TO SUB LINES A THRU B Today															

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Advertiser: POL/Sandy Pensler/US Senate/Rep/MI  
 Product Desc: Sandy Pensler for Se  
 Estimate:

WOOD Grand Rapids

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WOOD	03/08/18	03/14/18	Today Show M-F	CM	8-9a	---TF--	:30	1	\$350.00	P4	0.00	NM	3	\$1,050.00
				Today Show (8:00 AM-9:00 AM)											
				COMMENTS APPLY TO SUB LINES A THRU B											
				Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					1	\$350.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					2	\$350.00		0.00			
N 3	WOOD	03/10/18	03/10/18	Daybreak Sat @6am	CM	630-7a	-----S-	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
				Daybreak Sat 6am (6:30 AM-7:00 AM)											
				COMMENTS APPLY TO SUB LINES A THRU A											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S-					1	\$200.00		0.00			
N 4	WOOD	03/08/18	03/14/18	M-F 5p News	CM	5-530p	---TF--	:30	2	\$500.00	P4	0.00	NM	4	\$2,000.00
				M-F News 8 @5p											
				COMMENTS APPLY TO SUB LINES A THRU B											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					2	\$500.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					2	\$500.00		0.00			
N 5	WOOD	03/08/18	03/14/18	M-F 530p News	CM	530-6p	---TF--	:30	2	\$600.00	P4	0.00	NM	4	\$2,400.00
				M-F News 8 @ 530p											
				COMMENTS APPLY TO SUB LINES A THRU B											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					2	\$600.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					2	\$600.00		0.00			
N 6	WOOD	03/08/18	03/14/18	M-F 6p News	CM	6-630p	---TF--	:30	2	\$750.00	P4	0.00	NM	4	\$3,000.00
				M-F News 8 @6p											
				COMMENTS APPLY TO SUB LINES A THRU B											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					2	\$750.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					2	\$750.00		0.00			
N 8	WOOD	03/10/18	03/10/18	LN Sa	CM	11-1130p	-----S-	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
				Saturday News 8 @11											
				COMMENTS APPLY TO SUB LINES A THRU A											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S-					1	\$600.00		0.00			
N 9	WOOD	03/11/18	03/11/18	Late News 8 @ 11	CM	11-1130p	-----S	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
				Sunday News 8 @11											
				COMMENTS APPLY TO SUB LINES A THRU A											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S					1	\$500.00		0.00			
N 10	WOOD	03/08/18	03/14/18	Noon News	CM	12-1p	---TF--	:30	2	\$300.00	P3	0.00	NM	5	\$1,500.00
				News 8 @ Noon											
				COMMENTS APPLY TO SUB LINES A THRU B											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					2	\$300.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					3	\$300.00		0.00			
N 11	WOOD	03/08/18	03/14/18	LN M-F	CM	11-1135p	MTWTF--	:30	1	\$700.00	P4	0.00	NM	2	\$1,400.00
				M-F News 8 @ 11											
				COMMENTS APPLY TO SUB LINES A THRU A											
				News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	---TF--					1	\$700.00		0.00			
		Week: 03/12/18	03/18/18	MTW----					1	\$700.00		0.00			
													Totals	28	\$13,700.00