

# ORDER



**Orders**  
**Order / Rev:** 121155  
 Alt Order #:  
**Product Desc:** FPAF- Ohio  
**Estimate:** 1661  
**Flight Dates:** 03/17/16 - 03/23/16  
**Original Date / Rev:** 03/16/16 / 03/16/16  
**Order Type:** GENERAL

**WEWS**  
**Primary AE:** Peter Gunn  
**Sales Office:** WEWSL  
**Sales Region:** LOC

**Agency**  
**Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:** David McIntosh  
 15260 Ventura Blvd  
 Sherman Oaks, CA 91403

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

**Advertiser**  
**Name:** Freedom Partner Action Fund  
**Demographic:** A35+  
**Product Codes:** PL Ballot Issue  
**Priority:** P-2  
**Revenue Codes:** POL, POL, ISS

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/23/16	22	\$10,850.00	\$9,222.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	22	\$10,850.00	\$9,222.50	68.30
<b>Totals</b>	<b>22</b>	<b>\$10,850.00</b>	<b>\$9,222.50</b>	<b>68.30</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Peter Gunn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WEWS	25%	\$10,850.00
Market	100%	\$43,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$32,550.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WGGN	0%	\$0.00
WJW	0%	\$0.00
WKYC	0%	\$0.00
WMFD	0%	\$0.00
WOIO	0%	\$0.00
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	0%	\$0.00
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	03/17/16	03/23/16	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	2	\$500.00	P-2	2.60	NM	5	\$2,500.00

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 Alt Order #:  
 Flight Dates: 03/17/16 - 03/23/16

Advertiser: Freedom Partner Action Fund  
 Product Desc: FPAF- Ohio  
 Estimate: 1661  
**WEWS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	03/17/16	03/23/16	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	2	\$500.00	P-2	2.60	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	---TF--					2	\$500.00		2.60			
		Week: 03/21/16	03/27/16	MTW----					3	\$500.00		2.60			
N 2	WEWS	03/17/16	03/23/16	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	2	\$350.00	P-2	2.90	NM	5	\$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: 03/14/16	03/20/16	---TF--					2	\$350.00		2.90			
		Week: 03/21/16	03/27/16	MTW----					3	\$350.00		2.90			
N 3	WEWS	03/17/16	03/23/16	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	2	\$300.00	P-2	3.70	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	---TF--					2	\$300.00		3.70			
		Week: 03/21/16	03/27/16	MTW----					3	\$300.00		3.70			
N 4	WEWS	03/17/16	03/23/16	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWTFSS	:30	2	\$900.00	P-2	3.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	---TFSS					2	\$900.00		3.00			
		Week: 03/21/16	03/27/16	MTW----					3	\$900.00		3.00			
N 5	WEWS	03/20/16	03/20/16	SU 6-630pm News SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$300.00	P-2	3.60	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: 03/14/16	03/20/16	-----S					1	\$300.00		3.60			
N 6	WEWS	03/19/16	03/19/16	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$300.00	P-2	3.70	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: 03/14/16	03/20/16	-----S-					1	\$300.00		3.70			
Totals													22	\$10,850.00	