

ORDER



Orders
Order / Rev: 758708
Alt Order #:
Product Desc: General Election 10/24/16-11/8/16
Estimate:
Flight Dates: 10/24/16 - 11/08/16
Original Date / Rev: 10/12/16 / 10/12/16
Order Type: GENERAL

EGGB

Primary AE: House Local
Sales Office: H-Loc
Sales Region: Local

Agency
Name: Market Mentors LLC
Buying Contact: Michelle Abdow
Billing Contact:
 30 Capital Drive, Suite C
 West Springfield, MA 01089

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

Advertiser
Name: Eric Lesser For State Senate
Demographic: A35+
Product Codes: Political-Cand-State-Senate
Priority: IMP
Revenue Codes: POL, PLC, FLT

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	10	\$960.00	\$816.00
10/31/16	11/08/16	21	\$5,450.00	\$4,632.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	10	\$960.00	\$816.00	0.00
November 2016	21	\$5,450.00	\$4,632.50	0.00
Totals	31	\$6,410.00	\$5,448.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			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
N 1	EGGB	10/24/16	11/08/16	M-F 5a-6a Western Mass News on Fox	CM	5a-7a <5:00 AM-7:00 AM>	MTWTF--	:30	3	\$30.00	PMT	0.00	NM	9	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$30.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		2				\$30.00		0.00			
N 2	EGGB	10/24/16	11/08/16	M-F 7a-8a Western Mass News on Fox	CM	7a-9a <7:00 AM-9:00 AM>	MTWTF--	:30	3	\$50.00	PMT	0.00	NM	9	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$50.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$50.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		2				\$50.00		0.00			
N 3	EGGB	10/24/16	11/06/16	Sa 9a-10a Sa ABC40 Morning on Fox	CM	9a-10a	-----S-	:30	1	\$60.00	PMT	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-		1				\$60.00		0.00			
		Week: 10/31/16	11/06/16	-----S-		1				\$60.00		0.00			
N 4	EGGB	10/24/16	11/06/16	Su 9a-10a Su ABC40 Morning on Fox	CM	9a-10a	-----S	:30	1	\$60.00	PMT	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S		1				\$60.00		0.00			
		Week: 10/31/16	11/06/16	-----S		1				\$60.00		0.00			
N 5	EGGB	10/24/16	11/06/16	M-SU Late News Western Mass News at 10	CM	10p-1035p, 10-1035p	MTWTFSS	:30	4	\$300.00	PMT	0.00	NM	6	\$1,800.00

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EGGB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	EGGB	10/24/16	11/06/16	M-SU Late News Western Mass News at 10	CM	10p-1035p, 10-1035p	MTWTFSS	:30	4	\$300.00	PMT	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$300.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$300.00		0.00			
N 6	EGGB	11/06/16	11/06/16	NFL Pre-Game Show NFL Pre-Game Show	CM	NFL Pre-Game Sh (12:00 PM-1:00 PM)	-----S	:30	1	\$150.00	FNP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S		1				\$150.00		0.00			
N 7	EGGB	11/06/16	11/06/16	NFL Postgame NFL Postgame	CM	430p-5p-Various	-----S	:30	1	\$1,000.00	FNP	0.00	NM	1	\$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: 10/31/16	11/06/16	-----S		1				\$1,000.00		0.00			
N 8	EGGB	11/06/16	11/06/16	NFL Reg Season Early G NFL Phila v. NY Giants	CM	NFL Reg Season E	-----S	:30	1	\$2,500.00	FNP	0.00	NM	1	\$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: 10/31/16	11/06/16	-----S		1				\$2,500.00		0.00			
													Totals	31	\$6,410.00