

# 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        |
| <b>Totals</b> | <b>31</b> | <b>\$6,410.00</b> | <b>\$5,448.50</b> | <b>0.00</b> |

**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<br>Western Mass News on Fox     | CM    | 5a-7a<br><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<br>Western Mass News on Fox     | CM    | 7a-9a<br><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<br>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<br>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<br>Western Mass News at 10 | CM    | 10p-1035p, 10-1035p        | MTWTFSS | :30 | 4     | \$300.00    | PMT | 0.00          | NM   | 6     | \$1,800.00 |

Order / Rev: 758708  
 Alt Order #:  
 Flight Dates: 10/24/16 - 11/08/16

Advertiser: Eric Lesser For State Senate  
 Product Desc: General Election 10/24/16-11/8/16  
 Estimate:  
**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<br>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<br>NFL Pre-Game Show            | CM    | NFL Pre-Game Show<br>(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<br>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 GM<br>NFL Philo v. NY Giants | CM    | NFL Reg Season Early GM                 | -----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 |            |