

ORDER



WXMI-TV

Orders
Order / Rev: 391696
Alt Order #: 8406843
Product Desc: CLEMENTS-CNGRSS 10/4
Estimate:
Flight Dates: 10/04/16 - 10/10/16
Original Date / Rev: 09/30/16 / 09/30/16
Order Type: GENERAL

Primary AE: Robert Langer
Sales Office: NWDC
Sales Region: National

Agency Name: Dudley Media
Buying Contact:
Billing Contact:
 919 Catharine Street
 Philadelphia, PA 19417

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

Advertiser Name: Clements/D/Congress
Demographic: A35+
Product Codes: PL3.a.i
Priority: 04
Revenue Codes: Agency, Political, Political-Non-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	44	\$9,600.00	\$8,160.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	44	\$9,600.00	\$8,160.00	0.00
Totals	44	\$9,600.00	\$8,160.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Robert Langer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WXMI-TV	14%	\$9,600.00
Market	100%	\$68,571.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	24%	\$16,457.14
WOTV	2%	\$1,371.43
WTLJ	0%	\$0.00
WWMT	49%	\$33,600.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	11%	\$7,542.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	17	10/04/16	10/10/16	M-F 5a-6a Tu-F, M 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	5	\$150.00	04	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/04/16	10/10/16	MTWTF--	5		\$150.00	0.00							
E 2	17	10/04/16	10/10/16	M-F 6a-7a Tu-F, M 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$250.00	04	0.00	NM	5	\$1,250.00

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Estimate: WXMI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	17	10/04/16	10/10/16	M-F 6a-7a Tu-F, M 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$250.00	04	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	MTWTF--	5		\$250.00		0.00						
E 3	17	10/04/16	10/10/16	M-F 7a-8a Tu-F, M 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	5	\$250.00	04	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	MTWTF--	5		\$250.00		0.00						
E 4	17	10/04/16	10/10/16	M-F 11a-12p Tu-F, M 11a-12p	CM	11:00 AM-12:00 PM PMTWTF--	MTWTF--	:30	5	\$55.00	04	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	MTWTF--	5		\$55.00		0.00						
E 5	17	10/04/16	10/10/16	M-F 5p-6p Tu-F, M 5p-530p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$175.00	04	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	MTWTF--	5		\$175.00		0.00						
E 6	17	10/04/16	10/10/16	M-F 6p-7p Tu-F, M 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$200.00	04	0.00	NM	5	\$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:		10/04/16	10/10/16	MTWTF--	5		\$200.00		0.00						
E 7	17	10/05/16	10/10/16	M-F 10p-11p Tu-F, M 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTF--	:30	4	\$500.00	04	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/16	10/10/16	M-TWTF--	4		\$500.00		0.00						
E 8	17	10/08/16	10/08/16	Sa-Su 5a-6a Sa 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-----1-	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----1-	1		\$100.00		0.00						
E 9	17	10/08/16	10/08/16	Sa-Su 6a-7a Sa 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-----1-	:30	1	\$150.00	04	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:		10/03/16	10/09/16	-----1-	1		\$150.00		0.00						
E 10	17	10/08/16	10/08/16	Sa-Su 7a-8a Sa 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-----1-	:30	1	\$200.00	04	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----1-	1		\$200.00		0.00						
E 11	17	10/08/16	10/08/16	Sa-Su 8a-9a Sa 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----1-	:30	1	\$200.00	04	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----1-	1		\$200.00		0.00						
E 12	17	10/09/16	10/09/16	Sa-Su 5a-6a Su 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-----1	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----1	1		\$100.00		0.00						
E 13	17	10/09/16	10/09/16	Sa-Su 6a-7a Su 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-----1	:30	1	\$150.00	04	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:		10/03/16	10/09/16	-----1	1		\$150.00		0.00						
E 14	17	10/09/16	10/09/16	Sa-Su 7a-8a Su 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-----1	:30	1	\$150.00	04	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:		10/03/16	10/09/16	-----1	1		\$150.00		0.00						
E 15	17	10/09/16	10/09/16	Sa-Su 8a-9a Su 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----1	:30	1	\$150.00	04	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:		10/03/16	10/09/16	-----1	1		\$150.00		0.00						
E 16	17	10/09/16	10/09/16	Late Run News Late Run News	CM	10:30 PM-11:30 PM (10:30 PM-11:30 PM)	PI-----1	:30	1	\$500.00	04	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 16	17	10/09/16	10/09/16	Late Run News	CM	10:30 PM-11:30 PM	-----1	:30	1	\$500.00	04	0.00 NM	1	\$500.00
				Late Run News		(10:30 PM-11:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/03/16	10/09/16	-----1		1		\$500.00		0.00				
N 17	17	10/04/16	10/04/16	Late Run News	CM	10:30 PM-11:30 PM	-T-----	:30	1	\$500.00	04	0.00 NM	1	\$500.00
				Late Run News		(10:30 PM-11:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/03/16	10/09/16	-T-----		1		\$500.00		0.00				
Totals													44	\$9,600.00