

WOC12111464 [03.00]

Order Printout

Order Status: **Revised**
 Traffic #: 1261345
 Buyer Order #: 8665860
 AE: Cindy Smith
 Property: WDAM TV
 Sales Region: Local

Start/End Dates: 07/29/19 - 08/06/19
 Agency: Mentzer Media
 Advertiser: Sam Britton for Secretary of State
 Buyer: Adults 50+ (RTG)
 Primary Demo: Adults 50+ (RTG)

C/P/E: 497 / 618 / 7351
 Product Desc.: PSBRI
 Estimate Desc.: Friends of Sam Britton 7.29-8.6 TV
 Total Cost: \$10,025.00 (Cash) ✓
 Received Date: 7/25/19 10:41 AM

Comments:
 Separation: 30

List Items										Spots										Totals		Adults 50+		
Line	Program	ST	Len	Time	Days	Rate	Jul 29	Aug 5										Total Spots	Total Cost	RTG	GRP	CPP		
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	--T---	60.00	1	0										1	60.00	6.00	6.00	10.00		
(Program: NEWS 7 @ 5:30A)																								
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	---F--	60.00	1	0										1	60.00	6.00	6.00	10.00		
(Program: NEWS 7 @ 5:30A)																								
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	--W----	60.00	1	0										1	60.00	6.00	6.00	10.00		
(Program: NEWS 7 @ 5:30A)																								
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	M-----	60.00	1	1										2	120.00	6.00	12.00	10.00		
(Program: NEWS 7 @ 5:30A)																								
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	-T-----	60.00	1	1										2	120.00	6.00	12.00	10.00		
(Program: NEWS 7 @ 5:30A)																								
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	---T---	125.00	1	0										1	125.00	6.95	6.95	17.99		
(Program: TODAY SHOW)																								
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	---F--	125.00	1	0										1	125.00	6.95	6.95	17.99		
(Program: TODAY SHOW)																								
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	--W----	125.00	2	0										2	250.00	6.95	13.90	17.99		
(Program: TODAY SHOW)																								
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	M-----	125.00	1	2										3	375.00	6.95	20.85	17.99		
(Program: TODAY SHOW)																								
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	-T-----	125.00	1	2										3	375.00	6.95	20.85	17.99		
(Program: TODAY SHOW)																								
3	MEET THE PRESS	NM	:30	9:00 AM-10:00 AM	-----S	25.00	1	0										1	25.00	2.28	2.28	10.96		
(Program: MEET THE PRESS)																								

List Items						Spots												Totals			Adults 50+		
Line	Program	ST	Len	Time	Days	Rate	Jul 29	Aug 5										Total Spots	Total Cost	RTG	GRP	CPP	
4	JEOPARDY	NM	:30	4:30 PM-5:00 PM	---T---	90.00	1	0										1	90.00	12.16	12.16	7.40	
(Program: JEOPARDY)																							
4	JEOPARDY	NM	:30	4:30 PM-5:00 PM	---F--	90.00	1	0										1	90.00	12.16	12.16	7.40	
(Program: JEOPARDY)																							
4	JEOPARDY	NM	:30	4:30 PM-5:00 PM	--W----	90.00	1	0										1	90.00	12.16	12.16	7.40	
(Program: JEOPARDY)																							
4	JEOPARDY	NM	:30	4:30 PM-5:00 PM	-T-----	90.00	1	0										1	90.00	12.16	12.16	7.40	
(Program: JEOPARDY)																							
5	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	---T---	175.00	1	0										1	175.00	17.20	17.20	10.17	
(Program: NEWS @ 5P M-F)																							
5	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	---F--	175.00	1	0										1	175.00	17.20	17.20	10.17	
(Program: NEWS @ 5P M-F)																							
5	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	--W----	175.00	1	0										1	175.00	17.20	17.20	10.17	
(Program: NEWS @ 5P M-F)																							
5	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	M-----	175.00	1	1										2	350.00	17.20	34.40	10.17	
(Program: NEWS @ 5P M-F)																							
5	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	-T-----	175.00	1	0										1	175.00	17.20	17.20	10.17	
(Program: NEWS @ 5P M-F)																							
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	---T---	200.00	1	0										1	200.00	14.61	14.61	13.69	
(Program: WHEEL OF FORTUNE)																							
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	---F--	200.00	1	0										1	200.00	14.61	14.61	13.69	
(Program: WHEEL OF FORTUNE)																							
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	--W----	200.00	1	0										1	200.00	14.61	14.61	13.69	
(Program: WHEEL OF FORTUNE)																							
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	M-----	200.00	1	1										2	400.00	14.61	29.22	13.69	
(Program: WHEEL OF FORTUNE)																							
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-T-----	200.00	1	0										1	200.00	14.61	14.61	13.69	
(Program: WHEEL OF FORTUNE)																							
7	AMERICAN NINJA WARRIOR MON	NM	:30	7:00 PM-9:00 PM	M-----	525.00	1	1										2	1,050.00	10.32	20.64	50.87	
(Program: AMERICAN NINJA WARRIOR MON)																							
8	ELLENS GAME OF GAMES WED I	NM	:30	7:00 PM-8:00 PM	--W----	375.00	1	0										1	375.00	7.71	7.71	48.64	
(Program: ELLENS GAME OF GAMES WED I)																							
9	Songland	NM	:30	7:00 PM-8:00 PM	---S-	170.00	1	0										1	170.00	3.23	3.23	52.63	
(Program: Songland)																							
10	DATELINE NBC	NM	:30	8:00 PM-10:00 PM	---S-	170.00	1	0										1	170.00	3.70	3.70	45.95	
(Program: DATELINE NBC)																							
11	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	---T---	450.00	1	0										1	450.00	9.17	9.17	49.07	
(Program: NEWS 7 @ 10p M-F)																							

List Items						Spots												Totals		Adults 50+			
Line	Program	ST	Len	Time	Days	Rate	Jul 29	Aug 5										Total Spots	Total Cost	RTG	GRP	CPP	
11	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	---F--	450.00	1	0										1	450.00	9.17	9.17	49.07	
	(Program: NEWS 7 @ 10p M-F)																						
11	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	--W----	450.00	1	0										1	450.00	9.17	9.17	49.07	
	(Program: NEWS 7 @ 10p M-F)																						
11	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	M-----	450.00	1	1										2	900.00	9.17	18.34	49.07	
	(Program: NEWS 7 @ 10p M-F)																						
11	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	-T-----	450.00	1	0										1	450.00	9.17	9.17	49.07	
	(Program: NEWS 7 @ 10p M-F)																						
12	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	---F--	105.00	1	0										1	105.00	3.36	3.36	31.25	
	(Program: TONIGHT SHOW)																						
12	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	--W----	105.00	1	0										1	105.00	3.36	3.36	31.25	
	(Program: TONIGHT SHOW)																						
12	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	M-----	105.00	1	1										2	210.00	3.36	6.72	31.25	
	(Program: TONIGHT SHOW)																						
13	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	---T---	65.00	1	0										1	65.00	3.75	3.75	17.33	
	(Program: TODAY SHOW II)																						
13	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	---F--	65.00	1	0										1	65.00	3.75	3.75	17.33	
	(Program: TODAY SHOW II)																						
13	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	M-----	65.00	1	1										2	130.00	3.75	7.50	17.33	
	(Program: TODAY SHOW II)																						
13	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	-T-----	65.00	0	1										1	65.00	3.75	3.75	17.33	
	(Program: TODAY SHOW II)																						
14	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	---T---	110.00	1	0										1	110.00	9.26	9.26	11.88	
	(Program: INSIDE EDITION)																						
14	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	-T-----	110.00	1	0										1	110.00	9.26	9.26	11.88	
	(Program: INSIDE EDITION)																						
14	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	M-----	110.00	0	1										1	110.00	9.26	9.26	11.88	
	(Program: INSIDE EDITION)																						
Spot Totals:							44	15									59	\$10,025.00			527.87		
Adults 50+ GRP:							404.49	123.38															
MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP																
August	59	\$10,025.00	527.87																				

ORDER

Orders	Order / Rev:	1261345	
	Alt Order #:	WOC12111464	
	Product Desc:	PSBRI	
	Estimate:	7351	WDAM
	Flight Dates:	07/29/19 - 08/06/19	Primary AE: Cindy Smith
	Original Date / Rev:	07/25/19 / 07/25/19	Sales Office: PIB-N
	Order Type:	NORMAL	Sales Region: National
Agency	Name:	Mentzer Media Services	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		210 W Penn Ave	Billing Cycle: EOM/EOC
		Towson, MD 21204	Agency Commission: 15%
Advertiser	Name:	Friends of Sam Britton	
	Demographic:	A50+	New Business Thru:
	Product Codes:	Issue - State - Other	Advertiser External ID: 167484
	Revenue Code 1:	AGY	Agency External ID: 1244
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	POL-CAND	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/19	08/06/19	59	\$10,025.00	\$8,521.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2019	59	\$10,025.00	\$8,521.25	481.34
Totals	59	\$10,025.00	\$8,521.25	481.34

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cindy Smith			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
E 1	WDAM	07/29/19	08/06/19	M-F 530a News M-F 530a News	CM	5:30 AM-6:00 AM	11111--	:30	5	\$60.00	P-04	6.00	NM	7	\$420.00
(Program: NEWS 7 @ 5:30A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11111--					5	\$60.00		6.00			
	Week:	08/05/19	08/11/19	11-----					2	\$60.00		6.00			
N 2	WDAM	07/29/19	08/06/19	NBC Today Show NBC Today Show	CM	7:00 AM-9:00 AM	11111--	:30	5	\$125.00	P-03	6.95	NM	10	\$1,250.00
(Program: TODAY SHOW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11211--					6	\$125.00		6.95			
	Week:	08/05/19	08/11/19	22-----					4	\$125.00		6.95			
3	WDAM	07/29/19	08/04/19	NBC Meet The Press NBC Meet The Press	CM	9:00 AM-10:00 AM	-----1	:30	1	\$25.00	P-04	2.28	NM	1	\$25.00
(Program: MEET THE PRESS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	-----1					1	\$25.00		2.28			
N 4	WDAM	07/29/19	08/05/19	M-F 430p-5p Jeopardy	CM	4:30 PM-5:00 PM	1-111--	:30	4	\$90.00	P-03	12.16	NM	6	\$540.00
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11111--					5	\$90.00		12.16			
	Week:	08/05/19	08/11/19	1-----					1	\$90.00		12.16			

Order / Rev: 1261345
 Alt Order #: WOC12111464
 Flight Dates: 07/29/19 - 08/06/19

Advertiser: Friends of Sam Britton
 Product Desc: PSBRI
 Estimate: 7351
 WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WDAM	07/29/19	08/05/19	M-F 5p News M-F 5p News	CM	5:00 PM-5:30 PM	11111--	:30	5	\$175.00	P-04	17.20	NM	6	\$1,050.00
(Program: NEWS @ 5P M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11111--			5			\$175.00		17.20			
	Week:	08/05/19	08/11/19	1-----			1			\$175.00		17.20			
E 6	WDAM	07/29/19	08/05/19	M-F 630p-7p Wheel of Fortune	CM	6:30 PM-7:00 PM	11111--	:30	5	\$200.00	P-04	14.61	NM	6	\$1,200.00
(Program: WHEEL OF FORTUNE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11111--			5			\$200.00		14.61			
	Week:	08/05/19	08/11/19	1-----			1			\$200.00		14.61			
E 7	WDAM	07/29/19	08/05/19	NBC Monday Prime 2 H ANW	CM	7:00 PM-9:00 PM	1-----	:30	1	\$525.00	P-03	10.32	NM	2	\$1,050.00
(Program: AMERICAN NINJA WARRIOR MON)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	1-----			1			\$525.00		10.32			
	Week:	08/05/19	08/11/19	1-----			1			\$525.00		10.32			
E 8	WDAM	07/31/19	07/31/19	NBC Wednesday Prime 6 ELLEN'S GAMES	CM	7:00 PM-8:00 PM	--1----	:30	1	\$375.00	P-03	7.71	NM	1	\$375.00
(Program: ELLENS GAME OF GAMES WED I)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	--1----			1			\$375.00		7.71			
E 9	WDAM	08/03/19	08/03/19	NBC Saturday Prime Hr SONGLAND	CM	7:00 PM-8:00 PM	-----1-	:30	1	\$110.00	P-03	3.23	NM	1	\$170.00
(Program: Songland)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	-----1-			1			\$110.00		3.23			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WDAM	07/29/19-08/04/19	NBC Saturday Prime Hr 1		7:00 PM-8:00 PM	-----Sa--	:30		(\$110.00)		3.23	NM		
	See MG 9.2														
	[Program Change - Bring the Funny will be airing 7/20-8/3 7-8p CT / SAT PRIME HR 1 - KP]														
	2	WDAM	07/29/19-08/04/19	NBC Saturday Prime Hr 1		7:00 PM-8:00 PM	-----Sa--	:30		\$170.00		3.23	NM		
	Ⓜ MG for 9.1 08/03														
E 10	WDAM	08/03/19	08/03/19	NBC Saturday Prime 2 H DATELINE	CM	8:00 PM-10:00 PM	-----1-	:30	1	\$170.00	P-02	3.70	NM	1	\$170.00
(Program: DATELINE NBC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	-----1-			1			\$170.00		3.70			
E 11	WDAM	07/29/19	08/05/19	M-F 10p News M-F 10p News	CM	10:00 PM-10:35 PM	11111--	:30	5	\$450.00	P-03	9.17	NM	6	\$2,700.00
(Program: NEWS 7 @ 10p M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	11111--			5			\$450.00		9.17			
	Week:	08/05/19	08/11/19	1-----			1			\$450.00		9.17			
12	WDAM	07/29/19	08/05/19	NBC The Tonight Show NBC The Tonight Show	CM	10:35 PM-11:37 PM	11-1-1--	:30	3	\$105.00	P-03	3.36	NM	4	\$420.00
(Program: TONIGHT SHOW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	1-1-1--			3			\$105.00		3.36			
	Week:	08/05/19	08/11/19	1-----			1			\$105.00		3.36			
N 13	WDAM	07/29/19	08/06/19	NBC Today Show II NBC Today Show II	CM	M-F 9-10a	MT-TF--	:30	3	\$65.00	P-02	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	M--TF--			3			\$65.00		0.00			
	Week:	08/05/19	08/11/19	MT-----			2			\$65.00		0.00			
N 14	WDAM	07/29/19	08/06/19	M-F 4p-430p INSIDE EDITION	CM	M-F 4-430p	-----	:30	0	\$110.00	P-02	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/29/19	08/04/19	-T-T---			2			\$110.00		0.00			
	Week:	08/05/19	08/11/19	M-----			1			\$110.00		0.00			

Order / Rev:	1261345
Alt Order #:	WOC12111464
Flight Dates:	07/29/19 - 08/06/19

Advertiser:	Friends of Sam Britton
Product Desc:	PSBRI
Estimate:	7351

WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Totals														59	\$10,025.00