

WOC12068165 [00.01]

Order Printout

122 1358

Order Status: Opened-Revised Start/End Dates: 06/17/19 - 06/23/19 C/P/E: 497 / 618 / 7345
 Traffic #: Agency: Mentzer Media Product Desc.: PSBRI
 Buyer Order #: 8612010 Advertiser: Sam Britton for Secretary of State Estimate Desc.: Friends of Sam Britton 6.17-6.23 TV
 AE: Unassigned (Cindy Smith) Buyer: Total Cost: \$3,820.00 (Cash)
 Property: WDAM TV Primary Demo: Adults 50+ (RTG) Received Date: 6/13/19 12:38 PM
 Sales Region: Local

Comments:
 Separation: 30

Line	Program	ST	Len	Time	Days	Rate	Jun 17	Spots				Totals				Adults 50+			
												Total Spots	Total Cost	RTG	GRP	CPP			
1	NEWS 7 @ 5A	NM	:30	5:00 AM-5:30 AM	---F--	100.00	1					1	100.00	3.88	3.88	25.77			
(Program: NEWS 7 @ 5A)																			
1	NEWS 7 @ 5A	NM	:30	5:00 AM-5:30 AM	---T---	100.00	1					1	100.00	3.88	3.88	25.77			
(Program: NEWS 7 @ 5A)																			
1	NEWS 7 @ 5A	NM	:30	5:00 AM-5:30 AM	-T-----	100.00	1					1	100.00	3.88	3.88	25.77			
(Program: NEWS 7 @ 5A)																			
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	----F--	300.00	1					1	300.00	8.54	8.54	35.13			
(Program: NEWS 7 @ 6A)																			
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	---T---	300.00	1					1	300.00	8.54	8.54	35.13			
(Program: NEWS 7 @ 6A)																			
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	M-----	300.00	1					1	300.00	8.54	8.54	35.13			
(Program: NEWS 7 @ 6A)																			
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	---F--	185.00	1					1	185.00	7.43	7.43	24.90			
(Program: TODAY SHOW)																			
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	--W----	185.00	1					1	185.00	7.43	7.43	24.90			
(Program: TODAY SHOW)																			
4	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	----F--	395.00	1					1	395.00	16.29	16.29	24.25			
(Program: NEWS @ 5P M-F)																			
4	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	M-----	395.00	1					1	395.00	16.29	16.29	24.25			
(Program: NEWS @ 5P M-F)																			
5	NEWS 7 @ 6P M-F	NM	:30	6:00 PM-6:30 PM	----F--	730.00	1					1	730.00	18.87	18.87	38.69			
(Program: NEWS 7 @ 6P M-F)																			

List Items						Spots						Totals			Adults 50+		
Line	Program	ST	Len	Time	Days	Rate	Jun 17						Total Spots	Total Cost	RTG	GRP	CPP
5	NEWS 7 @ 6P M-F	NM	:30	6:00 PM-6:30 PM	-T-----	730.00	1						1	730.00	18.87	18.87	38.59
(Program: NEWS 7 @ 6P M-F)																	
Spot Totals:							12						12	\$3,820.00		122.44	
Adults 50+ GRP:							122.44										

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
June	12	\$3,820.00	122.44				

ORDER

Orders
Order / Rev: 1227358
Alt Order #: WOC12068165
Product Desc: PSBRI
Estimate: 7345
Flight Dates: 06/17/19 - 06/23/19
Original Date / Rev: 06/13/19 / 06/13/19
Order Type: NORMAL

WDAM
Primary AE: Cindy Smith
Sales Office: PIB-N
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Penn Ave
 Towson, MD 21204

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

Advertiser Name: Friends of Sam Britton
Demographic: A50+
Product Codes: Issue - State - Other
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 167484
Agency External ID: 1244
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/27/19	06/21/19	12	\$3,820.00	\$3,247.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2019	12	\$3,820.00	\$3,247.00	122.44
Totals	12	\$3,820.00	\$3,247.00	122.44

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
N 1	WDAM	06/17/19	06/21/19	M-F News at 5a M-F News at 5a	CM	5:00 AM-5:30 AM	-1-11--	:30	3	\$100.00	P-02	3.88	NM	3	\$300.00
(Program: NEWS 7 @ 5A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		06/17/19	06/23/19	-1-11--			3			\$100.00			3.88		
N 2	WDAM	06/17/19	06/21/19	M-F 6a News M-F 6a News	CM	6:00 AM-7:00 AM	1--11--	:30	3	\$300.00	P-02	8.54	NM	3	\$900.00
(Program: NEWS 7 @ 6A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		06/17/19	06/23/19	1--11--			3			\$300.00			8.54		
N 3	WDAM	06/17/19	06/21/19	NBC Today Show NBC Today Show	CM	7:00 AM-9:00 AM	--1-1--	:30	2	\$185.00	P-02	7.43	NM	2	\$370.00
(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:		06/17/19	06/23/19	--1-1--			2			\$185.00			7.43		
N 4	WDAM	06/17/19	06/21/19	M-F 5p News M-F 5p News	CM	5:00 PM-5:30 PM	1---1--	:30	2	\$395.00	P-02	16.29	NM	2	\$790.00
(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:		06/17/19	06/23/19	1---1--			2			\$395.00			16.29		
N 5	WDAM	06/17/19	06/21/19	M-F 6p News M-F 6p News	CM	6:00 PM-6:30 PM	-1--1--	:30	2	\$730.00	P-02	18.87	NM	2	\$1,460.00

Order / Rev: 1227358
 Alt Order #: WOC12068165
 Flight Dates: 06/17/19 - 06/23/19

Advertiser: Friends of Sam Britton
 Product Desc: PSBRI
 Estimate: 7345

WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: NEWS 7 @ 6P M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	-1--1--					2	\$730.00		18.87			
													Totals	12	\$3,820.00