

WOC12068165 [00.01]

Order Printout

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:

Adults 50+ (RTG)

Property: WDAM TV

Primary Demo:

Adults 50+ (RTG)

Sales Region: Local

Comments:

Separation: 30

List Items						Spots										Totals		Adults 50+		
Line	Program	ST	Len	Time	Days	Rate	Jun 17								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	38.69
(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	WDAM	
	Flight Dates:	06/17/19 - 06/23/19	Primary AE:	Cindy Smith
	Original Date / Rev:	06/13/19 / 06/13/19	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
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

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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	