

## ORDER



**Orders**  
**Order / Rev:** 964614  
**Alt Order #:** 120986  
**Product Desc:** Sarno for Mayor 9/2-9/10/19  
**Estimate:**  
**Flight Dates:** 09/02/19 - 09/10/19  
**Original Date / Rev:** 07/29/19 / 07/30/19  
**Order Type:** GENERAL

## WGGB

**Primary AE:** WSHM- House Local  
**Sales Office:** WSHM  
**Sales Region:** Local

**Agency**  
**Name:** Horgan Associates  
**Buying Contact:** Dave Horgan  
**Billing Contact:**  
 23 Randolph Place  
 Northampton, MA 01060

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

**Advertiser**  
**Name:** Domenic Sarno For Mayor  
**Demographic:** W55+  
**Product Codes:** Political-Cand-Local  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLC  
**Revenue Code 3:** POL LPL  
**Priority:** IMP

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/19	09/10/19	40	\$6,000.00	\$5,100.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2019	40	\$6,000.00	\$5,100.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$6,000.00</b>	<b>\$5,100.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WSHM- 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	WGGB	09/02/19	09/10/19	M-F 5a-6a	CM	5a-6a	MTWTF--	:30	4	\$80.00	IMP	0.00	NM	6	\$480.00
				M-F ABC40 In the Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/19	09/08/19	MTWTF--		4				\$80.00		0.00			
		Week: 09/09/19	09/15/19	MT-----		2				\$80.00		0.00			
N 2	WGGB	09/02/19	09/10/19	M-F 6a-7a	CM	6a-7a	MTWTF--	:30	3	\$175.00	IMP	0.00	NM	5	\$875.00
				M-F ABC40 In the Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/19	09/08/19	MTWTF--		3				\$175.00		0.00			
		Week: 09/09/19	09/15/19	MT-----		2				\$175.00		0.00			
N 3	WGGB	09/02/19	09/10/19	M-F 12p-1230p	CM	12p-1230p	MTWTF--	:30	3	\$60.00	IMP	0.00	NM	5	\$300.00
				M-F ABC40 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/19	09/08/19	MTWTF--		3				\$60.00		0.00			
		Week: 09/09/19	09/15/19	MT-----		2				\$60.00		0.00			
N 4	WGGB	09/02/19	09/10/19	M-F 1230p-1p	CM	1230p-1p	MTWTF--	:30	3	\$25.00	IMP	0.00	NM	4	\$100.00
				M-F ABC40 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/19	09/08/19	MTWTF--		3				\$25.00		0.00			
		Week: 09/09/19	09/15/19	MT-----		1				\$25.00		0.00			
N 5	WGGB	09/02/19	09/10/19	26 M-F 5p-530p ABC40 News	CM	5p-530p	MTWTF--	:30	4	\$190.00	IMP	0.00	NM	5	\$950.00

Order / Rev: 964614  
 Alt Order #: 120986  
 Flight Dates: 09/02/19 - 09/10/19

Advertiser: Domenic Sarno For Mayor  
 Product Desc: Sarno for Mayor 9/2-9/10/19  
 Estimate:

WGGB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/02/19	09/08/19	MTWTF--			4		\$190.00	0.00					
		Week: 09/09/19	09/15/19	MT-----			1		\$190.00	0.00					
N 6	WGGB	09/02/19	09/10/19	27 M-F 530p-6p ABC40 NM M-F ABC40 News	CM	530p-6p	MTWTF--	:30	4	\$240.00	IMP	0.00	NM	5	\$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: 09/02/19	09/08/19	MTWTF--			4		\$240.00	0.00					
		Week: 09/09/19	09/15/19	MT-----			1		\$240.00	0.00					
N 7	WGGB	09/02/19	09/10/19	28 M-F 6p-630p ABC40 NM M-F ABC40 News	CM	6p-630p	MTWTF--	:30	5	\$240.00	IMP	0.00	NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/02/19	09/08/19	MTWTF--			5		\$240.00	0.00					
		Week: 09/09/19	09/15/19	MT-----			1		\$240.00	0.00					
N 8	WGGB	09/02/19	09/10/19	M-F Late News M-F ABC40 News	CM	11p-1135p	MTWTF--	:30	2	\$190.00	IMP	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/02/19	09/08/19	MTWTF--			2		\$190.00	0.00					
		Week: 09/09/19	09/15/19	MT-----			1		\$190.00	0.00					
N 9	WGGB	09/07/19	09/08/19	Sa-Su 7a-8a Sa-Su ABC40 Morning Wknd	CM	7a-8a	-----SS	:30	1	\$85.00	IMP	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/02/19	09/08/19	-----SS			1		\$85.00	0.00					
													Totals	40	\$6,000.00