

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
Totals	40	\$6,000.00	\$5,100.00	0.00

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 M-F ABC40 In the Morning	CM	5a-6a	MTWTF--	:30	4	\$80.00	IMP	0.00	NM	6	\$480.00
		<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				\$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 M-F ABC40 In the Morning	CM	6a-7a	MTWTF--	:30	3	\$175.00	IMP	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: 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 M-F ABC40 News	CM	12p-1230p	MTWTF--	:30	3	\$60.00	IMP	0.00	NM	5	\$300.00
		<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--		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 M-F ABC40 News	CM	1230p-1p	MTWTF--	:30	3	\$25.00	IMP	0.00	NM	4	\$100.00
		<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--		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 M-F ABC40 News	CM	5p-530p	MTWTF--	:30	4	\$190.00	IMP	0.00	NM	5	\$950.00

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WGGB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WGGB	09/02/19	09/10/19	27 M-F 530p-6p 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 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--					4	\$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	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	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