

ORDER



Orders
Order / Rev: 730430
Alt Order #: 09214856
Product Desc: HMP
Estimate: 6198
Flight Dates: 09/18/18 - 09/24/18
Original Date / Rev: 09/18/18 / 09/18/18
Order Type: GENERAL

WTVR-TV

Primary AE: Teresa DiFuria
Sales Office: NPHL
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser
Name: House Majority PAC
Demographic: HH
Product Codes: PL4.b
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/18	09/24/18	40	\$27,450.00	\$23,332.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	40	\$27,450.00	\$23,332.50	0.00
Totals	40	\$27,450.00	\$23,332.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa DiFuria			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVR-TV	27%	\$27,450.00
Market	100%	\$101,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCVE	0%	\$0.00
WCVW	0%	\$0.00
WRIC	22%	\$22,366.67
WRLH	12%	\$12,200.00
WUPV	0%	\$0.00
WWBT	39%	\$39,650.00
WXOB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	6	09/18/18	09/24/18	M-F 6a-7a M-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	1	\$700.00	02	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/18/18		09/18/18	09/24/18	MTWTF--			1			\$700.00		0.00			
2	6	09/18/18	09/24/18	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$500.00	03	0.00	NM	3	\$1,500.00

Order / Rev: 730430
Alt Order #: 09214856
Flight Dates: 09/18/18 - 09/24/18

Advertiser: House Majority PAC
Product Desc: HMP
Estimate: 6198

WTVR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	6	09/18/18	09/24/18	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$500.00	03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			3		\$500.00		0.00				
3	6	09/18/18	09/24/18	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$750.00	02	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			4		\$750.00		0.00				
4	6	09/18/18	09/24/18	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	4	\$850.00	02	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			4		\$850.00		0.00				
5	6	09/23/18	09/23/18	Su 630p-7p Su 630p-7p	CM	6:30 PM-7:00 PM	-----1	:30	1	\$300.00	04	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-----1			1		\$300.00		0.00				
6	6	09/18/18	09/24/18	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			2		\$550.00		0.00				
7	6	09/18/18	09/24/18	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	MTWTF--	:30	1	\$450.00	02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			1		\$450.00		0.00				
8	6	09/22/18	09/22/18	Saturday Prime Hour 3 Saturday Prime Hour 3	CM	10:00 PM-11:00 PM	PI-----1-	:30	1	\$850.00	04	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-----1-			1		\$850.00		0.00				
9	6	09/23/18	09/23/18	Sunday Prime Hour 1 Sunday Prime Hour 1	CM	7:00 PM-8:00 PM	-----1	:30	1	\$4,500.00	02	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-----1			1		\$4,500.00		0.00				
10	6	09/18/18	09/24/18	M-F 11p-1135p M-F 11p-1135p	CM	11:00 PM-11:35 PM	MTWTF--	:30	3	\$700.00	02	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			3		\$700.00		0.00				
11	6	09/22/18	09/23/18	Sa-Su 11p-1135p Sa-Su 11p-1135p	CM	11:00 PM-11:35 PM	PI-----SS	:30	1	\$450.00	02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/18	09/23/18	-----SS			1		\$450.00		0.00				
12	6	09/18/18	09/24/18	M-F 7a-9a M-F 7a-8a (7:00 AM-8:00 AM)	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$650.00	02	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			5		\$650.00		0.00				
13	6	09/18/18	09/24/18	M-F 1135p-1235a M-F 1135p-1235a	CM	11:35 PM-12:35 AM	MTWTF--	:30	1	\$225.00	04	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			1		\$225.00		0.00				
14	6	09/23/18	09/23/18	Su 7a-8a Su 730-8a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	-----1	:30	1	\$200.00	04	0.00	NM	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:		09/17/18	09/23/18	-----1			1		\$200.00		0.00				
15	6	09/18/18	09/24/18	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/18	09/24/18	MTWTF--			1		\$250.00		0.00				
16	6	09/18/18	09/24/18	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	1	\$350.00	04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 730430
Alt Order #: 09214856
Flight Dates: 09/18/18 - 09/24/18

Advertiser: House Majority PAC
Product Desc: HMP
Estimate: 6198

WTVR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	6	09/18/18	09/24/18	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	1	\$350.00	04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	1		\$350.00		0.00						
17	6	09/18/18	09/24/18	M-F 12p-1230p M-F 12p-1230p	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$450.00	03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	1		\$450.00		0.00						
18	6	09/18/18	09/24/18	M-F Afternoon Rot M-F Afternoon Rot	CM	12:30 PM-3:00 PM	MTWTF--	:30	1	\$400.00	05	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	1		\$400.00		0.00						
19	6	09/18/18	09/24/18	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	1		\$250.00		0.00						
20	6	09/18/18	09/24/18	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	1		\$375.00		0.00						
21	6	09/18/18	09/24/18	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$500.00	03	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	MTWTF--	2		\$500.00		0.00						
N22	6	09/19/18	09/21/18	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	--WTF--	:30	2	\$750.00	02	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	--WTF--	2		\$750.00		0.00						
N23	6	09/19/18	09/21/18	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	--WTF--	:30	1	\$850.00	02	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/18	09/24/18	--WTF--	1		\$850.00		0.00						
													Totals	40	\$27,450.00