

ORDER



Orders
Order / Rev: 730444
Alt Order #: 09214871
Product Desc: HMP
Estimate: 6200
Flight Dates: 10/02/18 - 10/08/18
Original Date / Rev: 09/11/18 / 09/11/18
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
10/01/18	10/08/18	35	\$28,525.00	\$24,246.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	35	\$28,525.00	\$24,246.25	0.00
Totals	35	\$28,525.00	\$24,246.25	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%	\$28,525.00
Market	100%	\$105,648.15

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCVE	0%	\$0.00
WCVW	0%	\$0.00
WRIC	22%	\$23,242.59
WRLH	12%	\$12,677.78
WUPV	0%	\$0.00
WWBT	39%	\$41,202.78
WXOB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	6	10/02/18	10/08/18	M-F 6a-7a M-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	1	\$900.00	02	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/18	10/08/18	MTWTF--	1		\$900.00	0.00							
E 2	6	10/02/18	10/08/18	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$450.00	02	0.00	NM	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	6	10/02/18	10/08/18	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 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:		10/02/18	10/08/18	MTWTF--	1		\$450.00		0.00						
E 3	6	10/02/18	10/08/18	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$600.00	02	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	3		\$600.00		0.00						
E 4	6	10/02/18	10/08/18	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	4	\$600.00	02	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	4		\$600.00		0.00						
E 5	6	10/02/18	10/08/18	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$850.00	02	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	5		\$850.00		0.00						
E 6	6	10/02/18	10/08/18	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	4	\$900.00	02	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	4		\$900.00		0.00						
E 7	6	10/02/18	10/08/18	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	1		\$650.00		0.00						
E 8	6	10/02/18	10/08/18	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	MTWTF--	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	1		\$550.00		0.00						
E 9	6	10/02/18	10/08/18	M-F 11p-1135p M-F 11p-1135p	CM	11:00 PM-11:35 PM	MTWTF--	:30	2	\$800.00	02	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	2		\$800.00		0.00						
E 10	6	10/07/18	10/07/18	Sunday Prime Hour 1 Sunday Prime Hour 1	CM	7:00 PM-8:00 PM	-----1	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/18	10/07/18	-----1	1		\$5,000.00		0.00						
E 11	6	10/02/18	10/08/18	M-F 7a-9a M-F 7a-8a (7:00 AM-8:00 AM)	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$850.00	02	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	5		\$850.00		0.00						
E 12	6	10/06/18	10/06/18	Sa 7a-8a Sa 730a-8a (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	-----1-	: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:		10/01/18	10/07/18	-----1-	1		\$350.00		0.00						
E 13	6	10/07/18	10/07/18	Su 9a-1030a Su 9a-1030a	CM	9:00 AM-10:30 AM	-----1	:30	1	\$750.00	02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/18	10/07/18	-----1	1		\$750.00		0.00						
E 14	6	10/02/18	10/08/18	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$300.00	03	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:		10/02/18	10/08/18	MTWTF--	1		\$300.00		0.00						
E 15	6	10/02/18	10/08/18	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	1	\$400.00	04	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:		10/02/18	10/08/18	MTWTF--	1		\$400.00		0.00						
E 16	6	10/02/18	10/08/18	M-F 12p-1230p M-F 12p-1230p	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$500.00	02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 16	6	10/02/18	10/08/18	M-F 12p-1230p M-F 12p-1230p	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$500.00	02	0.00	NM	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:		10/02/18	10/08/18	MTWTF--	1		\$500.00		0.00						
E 17	6	10/02/18	10/08/18	M-F Afternoon Rot M-F Afternoon Rot	CM	12:30 PM-3:00 PM	MTWTF--	:30	1	\$500.00	05	0.00	NM	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:		10/02/18	10/08/18	MTWTF--	1		\$500.00		0.00						
E 18	6	10/02/18	10/08/18	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$275.00	03	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/18	10/08/18	MTWTF--	1		\$275.00		0.00						
													Totals	35	\$28,525.00