

WOC12138093 [00.00]

Order Printout

12947555

Order Status:	Confirmed	Start/End Dates:	08/28/19 - 09/03/19	C/P/E:	509 / 630 / 7443
Traffic #:		Agency:	Mentzer Media	Product Desc.:	MSSTP
Buyer Order #:	8768515	Advertiser:	Mississippi Strong PAC	Estimate Desc.:	Mississippi Strong PAC 8.28-9.3 TV - MSSTP
AE:	Cindy Smith	Buyer:		Total Cost:	\$18,805.00 (Cash)
Property:	WDAM TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	8/08/19 9:43 AM
Sales Region:	Local				

Comments:

Separation: 30

List Items										Spots					Totals					Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 28								Total Spots	Total Cost	RTG	GRP	CPP			
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	-T-----	135.00	1								1	135.00	5.61	5.61	24.06			
	(Program: NEWS 7 @ 5:30A)																					
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	--F----	135.00	1								1	135.00	5.61	5.61	24.06			
	(Program: NEWS 7 @ 5:30A)																					
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	W-----	135.00	1								1	135.00	5.61	5.61	24.06			
	(Program: NEWS 7 @ 5:30A)																					
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	----N-	135.00	1								1	135.00	5.61	5.61	24.06			
	(Program: NEWS 7 @ 5:30A)																					
1	NEWS 7 @ 5:30A	NM	:30	5:30 AM-6:00 AM	-----T	135.00	1								1	135.00	5.61	5.61	24.06			
	(Program: NEWS 7 @ 5:30A)																					
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	W-----	295.00	1								1	295.00	7.24	7.24	40.75			
	(Program: NEWS 7 @ 6A)																					
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	-----T	295.00	1								1	295.00	7.24	7.24	40.75			
	(Program: NEWS 7 @ 6A)																					
2	NEWS 7 @ 6A	NM	:30	6:00 AM-7:00 AM	----N-	295.00	1								1	295.00	7.24	7.24	40.75			
	(Program: NEWS 7 @ 6A)																					
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	-T-----	185.00	1								1	185.00	6.21	6.21	29.79			
	(Program: TODAY SHOW)																					
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	--F----	185.00	1								1	185.00	6.21	6.21	29.79			
	(Program: TODAY SHOW)																					
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	-----N-	185.00	1								1	185.00	6.21	6.21	29.79			
	(Program: TODAY SHOW)																					

List Items					Spots										Totals			Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 28									Total Spots	Total Cost	RTG	GRP	CPP
3	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	WTFSSMT	185.00	1									1	185.00	6.21	6.21	29.79
	(Program: TODAY SHOW)																			
4	TODAY SHOW SA	NM	:30	7:00 AM-9:00 AM	--S---	50.00	1									1	50.00	2.62	2.62	19.08
	(Program: TODAY SHOW SA)																			
5	TODAY SHOW SU	NM	:30	8:00 AM-9:00 AM	---S--	50.00	1									1	50.00	2.29	2.29	21.83
	(Program: TODAY SHOW SU)																			
6	MEET THE PRESS	NM	:30	9:00 AM-10:00 AM	---S--	50.00	1									1	50.00	2.07	2.07	24.15
	(Program: MEET THE PRESS)																			
7	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	-T-----	65.00	1									1	65.00	3.44	3.44	18.90
	(Program: TODAY SHOW II)																			
7	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	--F----	65.00	1									1	65.00	3.44	3.44	18.90
	(Program: TODAY SHOW II)																			
7	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	-----T	65.00	1									1	65.00	3.44	3.44	18.90
	(Program: TODAY SHOW II)																			
7	TODAY SHOW II	NM	:30	9:00 AM-10:00 AM	W-----	65.00	1									1	65.00	3.44	3.44	18.90
	(Program: TODAY SHOW II)																			
8	MIDDAY	NM	:30	12:00 PM-12:30 PM	--F----	170.00	1									1	170.00	6.48	6.48	26.23
	(Program: MIDDAY)																			
8	MIDDAY	NM	:30	12:00 PM-12:30 PM	W-----	170.00	1									1	170.00	6.48	6.48	26.23
	(Program: MIDDAY)																			
8	MIDDAY	NM	:30	12:00 PM-12:30 PM	-----T	170.00	1									1	170.00	6.48	6.48	26.23
	(Program: MIDDAY)																			
9	JEOPARDY	NM	:30	4:30 PM-5:00 PM	W-----	135.00	1									1	135.00	9.70	9.70	13.92
	(Program: JEOPARDY)																			
9	JEOPARDY	NM	:30	4:30 PM-5:00 PM	-----M	135.00	1									1	135.00	9.70	9.70	13.92
	(Program: JEOPARDY)																			
10	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	W-----	395.00	1									1	395.00	14.31	14.31	27.60
	(Program: NEWS @ 5P M-F)																			
10	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	--F----	395.00	1									1	395.00	14.31	14.31	27.60
	(Program: NEWS @ 5P M-F)																			
10	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	-----M	395.00	1									1	395.00	14.31	14.31	27.60
	(Program: NEWS @ 5P M-F)																			
10	NEWS @ 5P M-F	NM	:30	5:00 PM-5:30 PM	-----T	395.00	1									1	395.00	14.31	14.31	27.60
	(Program: NEWS @ 5P M-F)																			
11	NEWS 7 @ 6P M-F	NM	:30	6:00 PM-6:30 PM	--F----	675.00	1									1	675.00	15.62	15.62	43.21
	(Program: NEWS 7 @ 6P M-F)																			
11	NEWS 7 @ 6P M-F	NM	:30	6:00 PM-6:30 PM	-T-----	675.00	1									1	675.00	15.62	15.62	43.21
	(Program: NEWS 7 @ 6P M-F)																			
11	NEWS 7 @ 6P M-F	NM	:30	6:00 PM-6:30 PM	-----T	675.00	1									1	675.00	15.62	15.62	43.21
	(Program: NEWS 7 @ 6P M-F)																			
12	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	W-----	450.00	1									1	450.00	12.24	12.24	36.76
	(Program: WHEEL OF FORTUNE)																			

List Items				Spots										Totals			Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 28								Total Spots	Total Cost	RTG	GRP	CPP
12	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	WTFSSMT	450.00	1								1	450.00	12.24	12.24	36.76
(Program: WHEEL OF FORTUNE)																			
12	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-----M-	450.00	1								1	450.00	12.24	12.24	36.76
(Program: WHEEL OF FORTUNE)																			
12	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-----T	450.00	1								1	450.00	12.24	12.24	36.76
(Program: WHEEL OF FORTUNE)																			
13	AMERICAN NINJA WARRIOR MON	NM	:30	7:00 PM-9:00 PM	-----M-	790.00	2								2	1,580.00	9.76	19.52	80.94
(Program: AMERICAN NINJA WARRIOR MON)																			
14	DATELINE NBC MON	NM	:30	9:00 PM-10:00 PM	-----M-	565.00	1								1	565.00	5.70	5.70	99.12
(Program: DATELINE NBC MON)																			
15	AMERICAS GOT TALENT TUE	NM	:30	7:00 PM-9:00 PM	-----T	735.00	1								1	735.00	7.02	7.02	104.70
(Program: AMERICAS GOT TALENT TUE)																			
16	BRING THE FUNNY	NM	:30	9:00 PM-10:00 PM	-----T	450.00	1								1	450.00	5.00	5.00	90.00
(Program: BRING THE FUNNY)																			
17	AMERICAS GOT TALENT WED	NM	:30	7:00 PM-8:00 PM	W-----	790.00	1								1	790.00	7.08	7.08	111.58
(Program: AMERICAS GOT TALENT WED)																			
18	SONGLAND WED	NM	:30	8:00 PM-9:00 PM	W-----	565.00	1								1	565.00	6.59	6.59	85.74
(Program: SONGLAND WED)																			
19	CHICAGO FIRE	NM	:30	9:00 PM-10:00 PM	W-----	340.00	1								1	340.00	6.74	6.74	50.45
(Program: CHICAGO FIRE)																			
20	AMERICAN NINJA WARRIOR	NM	:30	7:00 PM-9:00 PM	--F----	450.00	1								1	450.00	4.30	4.30	104.65
(Program: AMERICAN NINJA WARRIOR)																			
21	DATELINE NBC FRI	NM	:30	9:00 PM-10:00 PM	--F----	400.00	1								1	400.00	4.15	4.15	96.39
(Program: DATELINE NBC FRI)																			
22	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	-T-----	675.00	1								1	675.00	8.40	8.40	80.36
(Program: NEWS 7 @ 10p M-F)																			
22	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	--F----	675.00	1								1	675.00	8.40	8.40	80.36
(Program: NEWS 7 @ 10p M-F)																			
22	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	W-----	675.00	1								1	675.00	8.40	8.40	80.36
(Program: NEWS 7 @ 10p M-F)																			
22	NEWS 7 @ 10p M-F	NM	:30	10:00 PM-10:35 PM	-----M-	675.00	1								1	675.00	8.40	8.40	80.36
(Program: NEWS 7 @ 10p M-F)																			
23	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	--F----	160.00	1								1	160.00	3.38	3.38	47.34
(Program: TONIGHT SHOW)																			
23	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	W-----	160.00	1								1	160.00	3.38	3.38	47.34
(Program: TONIGHT SHOW)																			
23	TONIGHT SHOW	NM	:30	10:35 PM-11:37 PM	-----T	160.00	1								1	160.00	3.38	3.38	47.34
(Program: TONIGHT SHOW)																			

List Items						Spots										Totals		Adults 35+			
Line	Program	ST	Len	Time	Days WTFSSMT	Rate	Aug 28										Total Spots	Total Cost	RTG	GRP	CPP
24	LAST CALL W CARSON DALY	NM	:30	12:37 XM-1:07 XM	W-----	45.00	1										1	45.00	1.10	1.10	40.91
(Program: LAST CALL W CARSON DALY)																					
24	LAST CALL W CARSON DALY	NM	:30	12:37 XM-1:07 XM	-T-----	45.00	1										1	45.00	1.10	1.10	40.91
(Program: LAST CALL W CARSON DALY)																					
24	LAST CALL W CARSON DALY	NM	:30	12:37 XM-1:07 XM	---M-	45.00	1										1	45.00	1.10	1.10	40.91
(Program: LAST CALL W CARSON DALY)																					
24	LAST CALL W CARSON DALY	NM	:30	12:37 XM-1:07 XM	-----T	45.00	1										1	45.00	1.10	1.10	40.91
(Program: LAST CALL W CARSON DALY)																					
Spot Totals:							57										57	\$18,805.00		409.89	
Adults 35+ GRP:							409.89														

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
September	57	\$18,805.00	409.89				

ORDER

Orders	Order / Rev:	1297555	
	Alt Order #:	WOC12138093	
	Product Desc:	MSSTP	
	Estimate:	7443	WDAM
	Flight Dates:	08/28/19 - 09/03/19	Primary AE: Cindy Smith
	Original Date / Rev:	08/08/19 / 08/08/19	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:	Mississippi Strong PAC	
	Demographic:	A35+	New Business Thru:
	Product Codes:	Issue - Local - Other	Advertiser External ID: 170337
	Revenue Code 1:	AGY	Agency External ID: 1244
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	POL-ISS	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/19	09/03/19	57	\$18,805.00	\$15,984.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2019	57	\$18,805.00	\$15,984.25	409.89
Totals	57	\$18,805.00	\$15,984.25	409.89

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	08/28/19	09/03/19	M-F 530a News M-F 530a News	CM	5:30 AM-6:00 AM	11111--	:30	5	\$135.00	P-02	5.61	NM	5	\$675.00
(Program: NEWS 7 @ 5:30A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/19	09/03/19	11111--		5				\$135.00		5.61			
N 2	WDAM	08/28/19	09/03/19	M-F 6a News M-F 6a News	CM	6:00 AM-7:00 AM	111----	:30	3	\$295.00	P-02	7.24	NM	3	\$885.00
(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: 08/28/19	09/03/19	111----		3				\$295.00		7.24			
N 3	WDAM	08/29/19	09/03/19	NBC Today Show NBC Today Show	CM	7:00 AM-9:00 AM	11-11--	:30	4	\$185.00	P-02	6.21	NM	4	\$740.00
(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: 08/28/19	09/03/19	11-11--		4				\$185.00		6.21			
N 4	WDAM	08/31/19	08/31/19	NBC Sa Today NBC Sa Today	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----1-	:30	1	\$50.00	P-02	2.62	NM	1	\$50.00
(Program: TODAY SHOW SA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/19	09/01/19	-----1-		1				\$50.00		2.62			
N 5	WDAM	09/01/19	09/01/19	NBC Su Today NBC Su Today	CM	8:00 AM-9:00 AM	-----1	:30	1	\$50.00	P-02	2.29	NM	1	\$50.00

Order / Rev: 1297555
 Alt Order #: WOC12138093
 Flight Dates: 08/28/19 - 09/03/19

Advertiser: Mississippi Strong PAC
 Product Desc: MSSTP
 Estimate: 7443

WDAM

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:		08/26/19	09/01/19	--1----		1				\$790.00		7.08			
N 18	WDAM	08/28/19	08/28/19	NBC Wednesday Prime 6M	CM	8:00 PM-9:00 PM	--1----	:30	1	\$565.00	P-02	6.59	NM	1	\$565.00
		Songland													
		(Program: SONGLAND WED)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/26/19	09/01/19	--1----		1				\$565.00		6.59			
N 19	WDAM	08/28/19	08/28/19	NBC Wednesday Prime 6M	CM	9:00 PM-10:00 PM	--1----	:30	1	\$340.00	P-02	6.74	NM	1	\$340.00
		Chicago Fire													
		(Program: CHICAGO FIRE)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/26/19	09/01/19	--1----		1				\$340.00		6.74			
N 20	WDAM	08/30/19	08/30/19	NBC Friday Prime 2 Hour	CM	7:00 PM-9:00 PM	----1--	:30	1	\$450.00	P-02	4.30	NM	1	\$450.00
		American Ninja Warrior													
		(Program: AMERICAN NINJA WARRIOR)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/26/19	09/01/19	----1--		1				\$450.00		4.30			
N 21	WDAM	08/30/19	08/30/19	NBC Friday Prime Hr 3	CM	9:00 PM-10:00 PM	----1--	:30	1	\$400.00	P-02	4.15	NM	1	\$400.00
		Dateline NBC													
		(Program: DATELINE NBC FRI)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/26/19	09/01/19	----1--		1				\$400.00		4.15			
N 22	WDAM	08/28/19	09/03/19	M-F 10p News	CM	10:00 PM-10:35 PM	11111--	:30	5	\$675.00	P-02	8.40	NM	5	\$3,375.00
		M-F 10p News													
		(Program: NEWS 7 @ 10p M-F)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/28/19	09/03/19	11111--		5				\$675.00		8.40			
N 23	WDAM	08/28/19	09/03/19	NBC The Tonight Show	CM	10:35 PM-11:37 PM	-11-1--	:30	3	\$160.00	P-02	3.38	NM	3	\$480.00
		NBC The Tonight Show													
		(Program: TONIGHT SHOW)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/28/19	09/03/19	-11-1--		3				\$160.00		3.38			
N 24	WDAM	08/28/19	09/03/19	NBC Late Fringe 3	CM	12:37 XM-1:07 XM	1111---	:30	4	\$45.00	P-02	1.10	NM	4	\$180.00
		NBC Last Call													
		(Program: LAST CALL W CARSON DALY)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/28/19	09/03/19	1111---		4				\$45.00		1.10			
													Totals	57	\$18,805.00