

## ORDER



**Orders**  
**Order / Rev:** 428401  
**Alt Order #:**  
**Product Desc:** Pam Bondi for AG  
**Estimate:** 1154  
**Flight Dates:** 10/14/14 - 10/20/14  
**Original Date / Rev:** 09/03/14 / 09/03/14  
**Order Type:** GENERAL

**WFTS**  
**Primary AE:** Dave Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue - Suite #306  
 Towson, MD 21204

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

**Advertiser**  
**Name:** Bondi / Republican / Attorney General  
**Demographic:** A25-54  
**Product Codes:** DO NOT USE - PL Candidate  
**Priority:** P-1  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/20/14	7	\$3,200.00	\$2,720.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	7	\$3,200.00	\$2,720.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$3,200.00</b>	<b>\$2,720.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WFTS	20%	\$3,200.00
Market	100%	\$16,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBHS	0%	\$0.00
WBSV	0%	\$0.00
WCLF	0%	\$0.00
WEDU	0%	\$0.00
WFLA	20%	\$3,200.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTSP	20%	\$3,200.00
WTTA	10%	\$1,600.00
WTVT	20%	\$3,200.00
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	10%	\$1,600.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	10/14/14	10/20/14	M-F 7-9a GMA GMA	CM	658-9a	M- W- - - -	:30	2	\$500.00	P-6	0.00	NM	2	\$1,000.00

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 Flight Dates: 10/14/14 - 10/20/14

Advertiser: Bondi / Republican / Attorney General  
 Product Desc: Pam Bondi for AG  
 Estimate: 1154

WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	10/14/14	10/20/14	M-F 7-9a GMA GMA	CM	658-9a	M-W----	:30	2	\$500.00	P-6	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:	10/14/14	10/20/14	M-W----		2			\$500.00		0.00				
E 2	WFTS	10/14/14	10/20/14	M-F 6-630p ABC Action News	CM	558-630p	M-T---	:30	2	\$750.00	P-6	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:	10/14/14	10/20/14	M-T---		2			\$750.00		0.00				
E 3	WFTS	10/19/14	10/19/14	SU 6-630p ABC Action News	CM	558-630p	-----S	:30	1	\$350.00	P-6	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:	10/14/14	10/20/14	-----S		1			\$350.00		0.00				
E 4	WFTS	10/14/14	10/20/14	M-F 12-1p ABC Action News	CM	1158a-1p	-T-T---	:30	2	\$175.00	P-6	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/14/14	10/20/14	-T-T---		2			\$175.00		0.00				
Totals													7	\$3,200.00	