

ORDER



Orders
Order / Rev: 428396
Alt Order #:
Product Desc: Pam Bondi for AG
Estimate: 1132
Flight Dates: 09/16/14 - 09/22/14
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
09/01/14	09/22/14	8	\$5,400.00	\$4,590.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	8	\$5,400.00	\$4,590.00	0.00
Totals	8	\$5,400.00	\$4,590.00	0.00

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%	\$5,400.00
Market	100%	\$27,000.00

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%	\$5,400.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTSP	20%	\$5,400.00
WTTA	10%	\$2,700.00
WTVT	20%	\$5,400.00
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	10%	\$2,700.00
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	09/16/14	09/22/14	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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Advertiser: Bondi / Republican / Attorney General
 Product Desc: Pam Bondi for AG
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WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WFTS	09/16/14	09/22/14	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:	09/16/14	09/22/14	M-W----		2			\$500.00		0.00			
E 2	WFTS	09/16/14	09/22/14	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:	09/16/14	09/22/14	M-T----		2			\$750.00		0.00			
E 3	WFTS	09/21/14	09/21/14	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:	09/16/14	09/22/14	-----S		1			\$350.00		0.00			
E 4	WFTS	09/16/14	09/22/14	M-SU 11-1135p ABC Action News	CM	11-1135p	--WT---	:30	2	\$775.00	P-6	0.00 NM	2	\$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:	09/16/14	09/22/14	--WT---		2			\$775.00		0.00			
E 5	WFTS	09/21/14	09/21/14	SU 9-10a This Week Su 9-10a This Week	CM	9-10a	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$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:	09/16/14	09/22/14	-----S		1			\$1,000.00		0.00			
Totals													8	\$5,400.00