

# 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
<b>Totals</b>	<b>8</b>	<b>\$5,400.00</b>	<b>\$4,590.00</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%	\$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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 Alt Order #:  
 Flight Dates: 09/16/14 - 09/22/14

Advertiser: Bondi / Republican / Attorney General  
 Product Desc: Pam Bondi for AG  
 Estimate: 1132  
**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