

## ORDER



**Orders**  
**Order / Rev:** 431982  
**Alt Order #:**  
**Product Desc:** FL Democratic Party - Crist, Sheldon, Ra  
**Estimate:** 3638 - Sked B  
**Flight Dates:** 09/23/14 - 09/29/14  
**Original Date / Rev:** 09/22/14 / 09/22/14  
**Order Type:** GENERAL

**WFTS**

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

**Agency**  
**Name:** GMMB Inc  
**Buying Contact:**  
**Billing Contact:**  
 Suite #800  
 Washington, DC 20007

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

**Advertiser**  
**Name:** FL Democratic Party 3PAC - Crist. She  
**Demographic:** A25-54  
**Product Codes:** PL Non-Ballot Issue  
**Priority:** P-3  
**Revenue Codes:** POL, POL, PARTY

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:** 2

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	19	\$9,800.00	\$8,330.00
09/29/14	09/29/14	4	\$2,450.00	\$2,082.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	19	\$9,800.00	\$8,330.00	0.00
October 2014	4	\$2,450.00	\$2,082.50	0.00
<b>Totals</b>	<b>23</b>	<b>\$12,250.00</b>	<b>\$10,412.50</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%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	09/23/14	09/29/14	M-F 6-7a ABC Action News	CM	558-7a	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/14	09/29/14	MTWTF--			2		\$600.00		0.00				
N 2	WFTS	09/23/14	09/29/14	M-F 7-9a GMA GMA	CM	658-9a	-TWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/14	09/29/14	-TWTF--			2		\$1,000.00		0.00				
N 3	WFTS	09/23/14	09/29/14	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	-TWTF--	:30	1	\$750.00	P-2	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:		09/23/14	09/29/14	-TWTF--			1		\$750.00		0.00				
N 4	WFTS	09/23/14	09/29/14	M-F 12-1p ABC Action News	CM	1158a-1p	MTWTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/14	09/29/14	MTWTF--			3		\$225.00		0.00				
N 5	WFTS	09/23/14	09/29/14	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/23/14	09/29/14	MTWTF--			2		\$375.00		0.00				
N 6	WFTS	09/23/14	09/29/14	M-F 2-3p 2-3pm General Hospital	CM	158-3p	MTWTF--	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<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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 Alt Order #:  
 Flight Dates: 09/23/14 - 09/29/14

Advertiser: FL Democratic Party 3PAC - Crist. Sheld  
 Product Desc: FL Democratic Party - Crist, Sheldon, Ra  
 Estimate: 3638 - Sked B  
**WFTS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WFTS	09/23/14	09/29/14	M-F 2-3p 2-3pm General Hospital	CM	158-3p	MTWTF--	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/23/14	09/29/14	MTWTF--		1				\$675.00		0.00			
N 7	WFTS	09/23/14	09/29/14	M-F 3-4P Dr. OZ M-F 3-4P Dr. OZ	CM	3-4p	MTWTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/23/14	09/29/14	MTWTF--		2				\$375.00		0.00			
N 8	WFTS	09/23/14	09/29/14	4-5pm The Now 4-5pm The Now	CM	4-5pm	-TWTF--	:30	3	\$125.00	P-6	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/23/14	09/29/14	-TWTF--		3				\$125.00		0.00			
N 9	WFTS	09/23/14	09/29/14	M-F 6-630p ABC Action News	CM	558-630p	MTWTF--	:30	1	\$900.00	P-3	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:	09/23/14	09/29/14	MTWTF--		1				\$900.00		0.00			
N 10	WFTS	09/23/14	09/29/14	M-F 7-730p 7-730p The List	CM	658-730p	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$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:	09/23/14	09/29/14	MTWTF--		3				\$800.00		0.00			
N 11	WFTS	09/23/14	09/29/14	M-F 730-8p 730-8pm RTM	CM	728-758p	MTWTF--	:30	2	\$800.00	P-3	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:	09/23/14	09/29/14	MTWTF--		2				\$800.00		0.00			
N 12	WFTS	09/23/14	09/29/14	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/23/14	09/29/14	-----S-		1				\$175.00		0.00			
													Totals	23	\$12,250.00