

# ORDER



**Orders**  
**Order / Rev:** 436667  
 Alt Order #:  
**Product Desc:** Florida Democratic Party - Crist, Sheldon  
**Estimate:** 3829 Sked B  
**Flight Dates:** 10/14/14 - 10/20/14  
**Original Date / Rev:** 10/13/14 / 10/14/14  
**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
09/29/14	10/20/14	20	\$23,025.00	\$19,571.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	20	\$23,025.00	\$19,571.25	0.00
<b>Totals</b>	<b>20</b>	<b>\$23,025.00</b>	<b>\$19,571.25</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	10/14/14	10/20/14	M-F 6-7a ABC Action News	CM	558-7a	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	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:	10/14/14	10/20/14	MTWTF--		1		\$600.00		0.00					
N 2	WFTS	10/14/14	10/20/14	M-F 7-9a GMA GMA	CM	658-9a	MTWTF--	:30	1	\$1,000.00	P-2	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:	10/14/14	10/20/14	MTWTF--		1		\$1,000.00		0.00					
N 3	WFTS	10/18/14	10/18/14	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:	10/14/14	10/20/14	-----S-		1		\$175.00		0.00					
N 4	WFTS	10/14/14	10/20/14	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<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	MTWTF--		3		\$750.00		0.00					
N 5	WFTS	10/14/14	10/20/14	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:	10/14/14	10/20/14	MTWTF--		3		\$225.00		0.00					
N 6	WFTS	10/14/14	10/20/14	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<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	MTWTF--		3		\$300.00		0.00					

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

Advertiser: FL Democratic Party 3PAC - Crist, Sheld  
 Product Desc: Florida Democratic Party - Crist, Sheldor **WFTS**  
 Estimate: 3829 Sked B

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WFTS	10/14/14	10/20/14	M-F 2-3p 2-3pm General Hospital	CM	158-3p	MTWTF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<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	MTWTF--		1				\$450.00		0.00			
N 8	WFTS	10/14/14	10/20/14	M-F 3-4P Dr. OZ M-F 3-4P Dr. OZ	CM	3-4p	MTWTF--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<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	MTWTF--		1				\$375.00		0.00			
N 9	WFTS	10/14/14	10/20/14	4-5pm The Now 4-5pm The Now	CM	4-5pm	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$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: 10/14/14	10/20/14	MTWTF--		4				\$300.00		0.00			
N 10	WFTS	10/20/14	10/20/14	Monday 8-10p Dancing Monday 8-10p Dancing	CM	758-10p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<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-----		1				\$8,000.00		0.00			
N 11	WFTS	10/16/14	10/16/14	Thursday Prime A Grey's Anatomy	CM	758-9p	---T---	:30	1	\$7,400.00	P-3	0.00	NM	1	\$7,400.00
		<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---		1				\$7,400.00		0.00			
													Totals	20	\$23,025.00