

ORDER

**WOOD Grand Rapids**

Orders
Order / Rev: 605173
Alt Order #: 9556363
Product Desc: ISSUE
Estimate:
Flight Dates: 05/01/15 - 05/07/15
Original Date / Rev: 04/30/15 / 04/30/15
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Fort Myer Drive
 Arlington, VA 22209

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

Advertiser
Name: POL/Michigan Health & Hospital Asso
Demographic: A35+
Product Codes: PL2
Priority: P4
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/15	05/07/15	33	\$20,800.00	\$17,680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	33	\$20,800.00	\$17,680.00	0.00
Totals	33	\$20,800.00	\$17,680.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD Grand Rapids	27%	\$20,800.00
Market	100%	\$77,037.04

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	37%	\$28,503.70
WXMI	15%	\$11,555.56
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	21%	\$16,177.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	05/01/15	05/01/15	5am Daybreak	CM	5a-6am	----F--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				5am Daybreak											
				5A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/27/15	05/03/15	----F--		1		\$200.00		0.00					
E 2	WOOD	05/01/15	05/01/15		CM	3-4p	----F--	:30	1	\$200.00	P3	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p											
				M-F 3-4p											
				DR OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	----F--		1			\$200.00		0.00				
E 3	WOOD	05/01/15	05/01/15	M-F 6p News	CM	6-630p	----F--	:30	1	\$1,300.00	P3	0.00	NM	1	\$1,300.00
				M-F News 8 @6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	----F--		1			\$1,300.00		0.00				
E 4	WOOD	05/01/15	05/01/15	M-F 7-730p	CM	7-730p	----F--	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				M-F 7-730p											
				INSIDE ED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	----F--		1			\$500.00		0.00				
E 5	WOOD	05/01/15	05/01/15	LN M-F	CM	11-1135p	----F--	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
				M-F News 8 @ 11											
				11P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	----F--		1			\$850.00		0.00				
E 6	WOOD	05/01/15	05/01/15	Tonight Show	CM	1135-1235a	----F--	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
				Tonight Show w/ Fallon											
				TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	----F--		1			\$550.00		0.00				
E 7	WOOD	05/03/15	05/03/15	Sunday Prime Other 4	CM	7-9p	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
				Sunday 7-9p											
				DATELINE SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	-----S		1			\$1,000.00		0.00				
E 8	WOOD	05/03/15	05/03/15	Late News 8 @ 11	CM	11-1130p	-----S	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
				Sunday News 8 @11											
				SUN LN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/27/15	05/03/15	-----S		1			\$850.00		0.00				
E 9	WOOD	05/04/15	05/07/15	5am Daybreak	CM	5a-6am	M-T---	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				5am Daybreak											
				5A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/04/15	05/10/15	M-T---		2			\$200.00		0.00				
E 10	WOOD	05/04/15	05/06/15	6am Daybreak	CM	6-7a	M-W---	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00
				6am Daybreak											
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/04/15	05/10/15	M-W---		2			\$600.00		0.00				
E 11	WOOD	05/05/15	05/06/15	Today Show M-F	CM	658-9a	-TW---	:30	2	\$750.00	P3	0.00	NM	2	\$1,500.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/04/15	05/10/15	-TW---		2			\$750.00		0.00				
E 12	WOOD	05/04/15	05/04/15	Noon News	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				News 8 @ Noon											
				12N NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/04/15	05/10/15	M-----		1			\$450.00		0.00				
E 13	WOOD	05/04/15	05/07/15	M-F 3-4p	CM	3-4p	MT-T---	:30	3	\$200.00	P3	0.00	NM	3	\$600.00
				M-F 3-4p											
				DR OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/04/15	05/10/15	MT-T---		3			\$200.00		0.00				
E 14	WOOD	05/05/15	05/06/15		CM	6-630p	-TW---	:30	2	\$1,300.00	P3	0.00	NM	2	\$2,600.00

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				M-F 6p News											
				M-F News 8 @6p											
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	-TW- - - -					2	\$1,300.00		0.00			
E 15	WOOD	05/04/15	05/06/15	M-F 7-730p	CM	7-730p	M-W- - - -	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
				M-F 7-730p											
INSIDE ED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	M-W- - - -					2	\$500.00		0.00			
E 16	WOOD	05/04/15	05/07/15	M-F 730-8p	CM	730-8p	MT- T- - -	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
				M-F 730-8p											
ACCESS HLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	MT- T- - -					3	\$450.00		0.00			
E 17	WOOD	05/04/15	05/07/15	LN M-F	CM	11-1135p	M-WT- - -	:30	3	\$850.00	P3	0.00	NM	3	\$2,550.00
				M-F News 8 @ 11											
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	M-WT- - -					3	\$850.00		0.00			
E 18	WOOD	05/04/15	05/07/15	Tonight Show	CM	1135-1235a	MTWT- - -	:30	4	\$550.00	P3	0.00	NM	4	\$2,200.00
				Tonight Show w/ Fallon											
TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWT- - -					4	\$550.00		0.00			
E 19	WOOD	05/06/15	05/06/15	Wed Hour 2	CM	9-10p	- - W- - - -	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				Wednesday 9-10p											
LAW AND ORDER SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	- - W- - - -					1	\$1,500.00		0.00			
													Totals	33	\$20,800.00