

ORDER



Orders

Order / Rev: 1603432

Alt Order #: 08424058

Product Desc: 50 SECOND ST FUND

Estimate: 4658

Flight Dates: 10/24/16 - 10/30/16

Original Date / Rev: 10/21/16 / 10/21/16

Order Type: Political

WUPW

Primary AE: Matthew Wurm

Sales Office: H-DC

Sales Region: National

Agency

Name: Canal Partners Media

Buying Contact:

Billing Contact:

25 Whitlock Place SW, Suite 201

Marietta, GA 30064

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: ISS/Fifty Second Street Fund

Demographic: A35+

Product Codes: PL20

Priority: P 2

Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/27/16	8	\$3,550.00	\$3,017.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	8	\$3,550.00	\$3,017.50	0.00
Totals	8	\$3,550.00	\$3,017.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WUPW	2%	\$3,550.00
Market	100%	\$177,500.00

Competitive Share

	Share	Total
DUPW	0%	\$0.00
ETOL	0%	\$0.00
ETVG	0%	\$0.00
TOCW	0%	\$0.00
TTWB	0%	\$0.00
WGTE	0%	\$0.00
WLMB	0%	\$0.00
WMNT	0%	\$0.00
WNWO	10%	\$17,750.00
WTOL	33%	\$58,575.00
WTVG	55%	\$97,625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUPW	10/24/16	10/24/16	LOC Late News M-F	Comm	10-11pm	1-----	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
LOC Late 10pm FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	1-----			1		\$500.00		0.00				
E 2	WUPW	10/24/16	10/24/16	Mon Hour 1	Comm	Monday Prime	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
GOTHAM															
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUPW	10/24/16	10/24/16	Mon Hour 1 GOTHAM	Comm	Monday Prime	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	1-----		1			\$800.00		0.00				
E 3	WUPW	10/27/16	10/27/16	LOC Late News M-F LOC Late 10pm FOX News	Comm	10-11pm	---1---	:30	1	\$500.00	P 2	0.00	NM	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:	10/24/16	10/30/16	---1---		1			\$500.00		0.00				
E 4	WUPW	10/27/16	10/27/16	SYN 11-1130pm M-F ACCESS HOLLYWOOD	Comm	M-F 11-1130 PM	---1---	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	---1---		1			\$100.00		0.00				
E 5	WUPW	10/25/16	10/25/16	LOC Late Run 10PM News Late Run News M-SUN	Comm	Late Run News M--	1-----	:30	1	\$500.00	P 2	0.00	NM	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:	10/24/16	10/30/16	-1-----		1			\$500.00		0.00				
E 7	WUPW	10/26/16	10/26/16	LOC Late Run 10PM News Late Run News M-SUN	Comm	Late Run News M---	1-----	:30	1	\$500.00	P 2	0.00	NM	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:	10/24/16	10/30/16	--1----		1			\$500.00		0.00				
E 8	WUPW	10/27/16	10/27/16	Thu Hour 2 PITCH	Comm	Thursday Prime	---1---	:30	1	\$550.00	P 2	0.00	NM	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:	10/24/16	10/30/16	---1---		1			\$550.00		0.00				
N 9	WUPW	10/24/16	10/24/16	SYN 11-1130pm M-F ACCESS HOLLYWOOD	Comm	M-F 11-1130 PM	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	1-----		1			\$100.00		0.00				
Totals														8	\$3,550.00