

# ORDER

**WFTS**

**Orders**

**Order / Rev:** 196095

Alt Order #:

**Product Desc:** Political

**Estimate:** EST 2564

**Flight Dates:** 10/10/16 - 10/16/16

**Original Date / Rev:** 10/05/16 / 10/21/16

**Order Type:** GENERAL

**Primary AE:** WFTS National House

**Sales Office:** WFTSN

**Sales Region:** NAT

**Agency**

**Name:** Screen Strategies Media

**Buying Contact:**

**Billing Contact:**

11150 Fairfax Blvd. Ste. 505

Fairfax, VA 22030

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Murphy/Democrat/US Senate

**Demographic:** A25-54

**Product Codes:** PL Federal Candidate

**Priority:** P-6

**Revenue Code 1:** POL

**Revenue Code 2:** POL

**Revenue Code 3:** CAND

**New Business Thru:**

**Order Separation:** 00:20:00

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	59	\$37,000.00	\$31,450.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	59	\$37,000.00	\$31,450.00	0.00
<b>Totals</b>	<b>59</b>	<b>\$37,000.00</b>	<b>\$31,450.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WFTS National House			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WFTS	20%	\$37,000.00
Market	100%	\$185,000.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$148,000.00
WCLF	0%	\$0.00
WEDU	0%	\$0.00
WFLA	0%	\$0.00
WFTS2	0%	\$0.00
WFTT	0%	\$0.00
WHRT	0%	\$0.00
WMOR	0%	\$0.00
WRMD	0%	\$0.00
WSPF	0%	\$0.00
WTOG	0%	\$0.00
WTSP	0%	\$0.00
WTTA	0%	\$0.00
WTVT	0%	\$0.00
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00

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WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	10/10/16	10/16/16	M-F 5-530am News M-F 5-530am News	CM	5-530am	MTWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	MTWTF--	5		\$250.00		0.00						
N 2	WFTS	10/10/16	10/16/16	M-F 530-6am News M-F 530-6am News	CM	530-6am	MTWTF--	:30	5	\$200.00	P-5	0.00	NM	5	\$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:		10/10/16	10/16/16	MTWTF--	5		\$200.00		0.00						
N 3	WFTS	10/10/16	10/16/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	:30	5	\$500.00	P-5	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	MTWTF--	5		\$500.00		0.00						
N 4	WFTS	10/10/16	10/16/16	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	5	\$1,000.00	P-5	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	MTWTF--	5		\$1,000.00		0.00						
N 5	WFTS	10/10/16	10/16/16	SA 6-7am News SA 6-7am News	CM	6-7am	-----S-	:30	1	\$200.00	P-5	0.00	NM	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:		10/10/16	10/16/16	-----S-	1		\$200.00		0.00						
N 6	WFTS	10/10/16	10/16/16	SA 7-8am News SA 7-8am News	CM	7-8am	-----S-	:30	1	\$350.00	P-5	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:		10/10/16	10/16/16	-----S-	1		\$350.00		0.00						
N 7	WFTS	10/10/16	10/16/16	SA 8-9am GMA SA 8-9am GMA	CM	8-9am	-----S-	:30	1	\$550.00	P-5	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:		10/10/16	10/16/16	-----S-	1		\$550.00		0.00						
N 8	WFTS	10/10/16	10/16/16	SA 9-10am News SA 9-10am News	CM	9-10am	-----S-	:30	1	\$200.00	P-6	0.00	NM	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:		10/10/16	10/16/16	-----S-	1		\$200.00		0.00						
N 9	WFTS	10/10/16	10/16/16	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$550.00	P-5	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:		10/10/16	10/16/16	-----S	1		\$550.00		0.00						
N 10	WFTS	10/10/16	10/16/16	SU 8-9am News SU 8-9am News	CM	8-9am	-----S	:30	1	\$200.00	P-6	0.00	NM	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:		10/10/16	10/16/16	-----S	1		\$200.00		0.00						
N 11	WFTS	10/10/16	10/16/16	M-F 9-10am News M-F 9-10am News	CM	9-10am	M-WT---	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	M-WT---	3		\$150.00		0.00						
N 12	WFTS	10/10/16	10/16/16	M-F 11am-12pm M-F 11am-12pm The View	CM	11am-12pm	-T-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-T-----	1		\$400.00		0.00						
N 13	WFTS	10/10/16	10/16/16	M-F 12-1pm M-F 12-1pm RTM	CM	12-1pm	M-WF--	:30	3	\$150.00	P-5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	M-WF--	3		\$150.00		0.00						
N 14	WFTS	10/10/16	10/16/16	M-F 1-2pm M-F 1-2pm The Chew	CM	1-2pm	---T---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	---T---	1		\$650.00		0.00						
N 16	WFTS	10/10/16	10/16/16		CM	6-630pm	MTWTF--	:30	5	\$1,000.00	P-5	0.00	NM	5	\$5,000.00

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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 6-630pm News															
M-F 6-630pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	MTWTF--	5		\$1,000.00		0.00						
N17	WFTS	10/10/16	10/16/16	SA 7-730pm News	CM	7-730pm	-----S-	:30	1	\$700.00	P-5	0.00	NM	1	\$700.00
SA 7-730pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S-	1		\$700.00		0.00						
N18	WFTS	10/10/16	10/16/16	SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$700.00	P-5	0.00	NM	1	\$700.00
SU 6-630pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S	1		\$700.00		0.00						
N19	WFTS	10/10/16	10/16/16	M-F 7-730pm	CM	7-730pm	-T--F--	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
M-F 7-730pm Inside Ed															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-T--F--	2		\$600.00		0.00						
N20	WFTS	10/10/16	10/16/16	MO 8-10pm Dancing	CM	8-10pm	M-----	:30	1	\$3,000.00	P-6	0.00	NM	1	\$3,000.00
MO 8-10pm Dancing															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	M-----	1		\$3,000.00		0.00						
N21	WFTS	10/10/16	10/16/16	Wednesday Prime A	CM	8-9pm	--W----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Goldbergs (7:58 PM-8:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	--W----	1		\$1,500.00		0.00						
N22	WFTS	10/10/16	10/16/16	Thursday Prime C	CM	10-11pm	---T---	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00
HTGAWM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	---T---	1		\$2,500.00		0.00						
N23	WFTS	10/10/16	10/16/16	Sunday Prime B	CM	8-9pm	-----S	:30	1	\$3,000.00	P-6	0.00	NM	1	\$3,000.00
OUAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S	1		\$3,000.00		0.00						
N24	WFTS	10/10/16	10/16/16	M-F 11-1135pm News	CM	11-1135pm	MTWTF--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
M-F 11-1135pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	MTWTF--	5		\$600.00		0.00						
N25	WFTS	10/10/16	10/16/16	11pm News Extended	CM	1130pm1205am	-----S-	:30	1	\$450.00	P-6	0.00	NM	1	\$450.00
11pm News Extended															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S-	1		\$450.00		0.00						
N26	WFTS	10/10/16	10/16/16	SU 11-1135pm News	CM	11-1135pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
SU 11-1135pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S	1		\$600.00		0.00						
N27	WFTS	10/10/16	10/16/16	Jimmy Kimmel 1135pm	CM	1135pm-1237am	-T-TF--	:30	3	\$400.00	P-5	0.00	NM	3	\$1,200.00
Jimmy Kimmel 1135pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-T-TF--	3		\$400.00		0.00						
N28	WFTS	10/10/16	10/16/16	SA Extended 1205-105a	CM	1205-105am	-----S-	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
SA Extended 1205-105a Sca															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S-	1		\$150.00		0.00						
N29	WFTS	10/10/16	10/16/16	SU 1135pm-1235am	CM	1135pm-1235am	-----S	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
SU 1135pm-1235am Castle															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	-----S	1		\$250.00		0.00						
N30	WFTS	10/10/16	10/16/16	SA 9-10am News	CM	9-10am	-----S-	:30	1	\$200.00	P-6	0.00	NM	0	\$0.00
SA 9-10am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N30	WFTS	10/10/16	10/16/16	SA 9-10am News	CM	9-10am	-----S-	:30	1	\$200.00	P-6	0.00	NM	0	\$0.00
				SA 9-10am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S-		1				\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFTS	10/10/16-10/16/16		SA 9-10am News		9-10am	-----Sa--	:30		<del>(\$200.00)</del>		0.00	NM		
		Credited													
		[DNA. moving \$\$'s to Estimate 2739]													
													Totals	59	\$37,000.00