

ORDER



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

WFTS
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
Totals	59	\$37,000.00	\$31,450.00	0.00

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

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

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>			

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N30	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	0	\$0.00
		<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			
<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		(\$200.00)		0.00	NM		
		Credited [DNA. moving \$\$'s to Estimate 2739]													
													Totals	59	\$37,000.00