

# ORDER



**WFTS**

**Orders**  
**Order / Rev:** 198048  
 Alt Order #:  
**Product Desc:** Political  
**Estimate:** EST 2633  
**Flight Dates:** 10/17/16 - 10/23/16  
**Original Date / Rev:** 10/13/16 / 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	10/23/16	57	\$37,125.00	\$31,556.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	57	\$37,125.00	\$31,556.25	0.00
<b>Totals</b>	<b>57</b>	<b>\$37,125.00</b>	<b>\$31,556.25</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**

	Share	Total
WFTS	18%	\$37,125.00
Market	100%	\$206,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$169,125.00
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

Order / Rev: 198048  
 Alt Order #:  
 Flight Dates: 10/17/16 - 10/23/16

Advertiser: Murphy/Democrat/US Senate  
 Product Desc: Political  
 Estimate: EST 2633  
**WFTS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	10/17/16	10/23/16	M-F 5-530am News M-F 5-530am News	CM	5-530am	MTWTF--	:30	5	\$125.00	P-5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					5	\$125.00		0.00			
N 2	WFTS	10/17/16	10/23/16	M-F 530-6am News M-F 530-6am News	CM	530-6am	-TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$200.00		0.00			
N 3	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	MTWTF--					5	\$500.00		0.00			
N 4	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	MTWTF--					5	\$1,000.00		0.00			
N 5	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	-----S-					1	\$200.00		0.00			
N 6	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	-----S-					1	\$350.00		0.00			
N 7	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	-----S-					1	\$550.00		0.00			
N 8	WFTS	10/17/16	10/23/16	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: 10/17/16	10/23/16	-----S					1	\$550.00		0.00			
N 9	WFTS	10/17/16	10/23/16	SU 8-9am News SU 8-9am News	CM	8-9am	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$300.00		0.00			
N 10	WFTS	10/17/16	10/23/16	M-F 9-10am News M-F 9-10am News	CM	9-10am	M-TF--	:30	3	\$300.00	P-5	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: 10/17/16	10/23/16	M-TF--					3	\$300.00		0.00			
N 11	WFTS	10/17/16	10/23/16	M-F 11am-12pm M-F 11am-12pm The View	CM	11am-12pm	--W----	: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: 10/17/16	10/23/16	--W----					1	\$400.00		0.00			
N 12	WFTS	10/17/16	10/23/16	M-F 12-1pm M-F 12-1pm RTM	CM	12-1pm	-T-T---	:30	2	\$150.00	P-5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-T---					2	\$150.00		0.00			
N 13	WFTS	10/17/16	10/23/16	M-F 1-2pm M-F 1-2pm The Chew	CM	1-2pm	MTW-F--	:30	4	\$325.00	P-5	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTW-F--					4	\$325.00		0.00			
N 14	WFTS	10/17/16	10/23/16	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	M-T---	:30	2	\$800.00	P-5	0.00	NM	2	\$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: 10/17/16	10/23/16	M-T---					2	\$800.00		0.00			
N 15	WFTS	10/17/16	10/23/16		CM	6-630pm	MTWTF--	:30	5	\$1,000.00	P-5	0.00	NM	5	\$5,000.00

Order / Rev: 198048  
 Alt Order #:  
 Flight Dates: 10/17/16 - 10/23/16

Advertiser: Murphy/Democrat/US Senate  
 Product Desc: Political  
 Estimate: EST 2633  
**WFTS**

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:		10/17/16	10/23/16	MTWTF--			5			\$1,000.00			0.00		
N16	WFTS	10/17/16	10/23/16	M-F 7-730pm	CM	7-730pm	MTWTF--	:30	5	\$600.00	P-5	0.00	NM	4	\$2,400.00
				M-F 7-730pm Inside Editio											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/17/16	10/23/16	MTWTF--			5			\$600.00			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>			
2	WFTS	10/17/16-10/23/16		M-F 7-730pm			7-730pm	MTWThF----	:30	<del>(\$600.00)</del>	0.00	NM			
Credited															
[DNA. moving \$\$'s to Estimate 2739]															
N17	WFTS	10/17/16	10/23/16	Wednesday Prime A	CM	8-9pm	--W----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
				Middle											
				(8:00 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:		10/17/16	10/23/16	--W----			1			\$1,500.00			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	10/17/16-10/23/16		Wednesday Prime A			8-9pm	(8:00 PM-8:30 P--W-----	:30	<del>(\$1,500.00)</del>	0.00	NM			
See MG 17.2															
[should be booked Tues A 10/18]															
2	WFTS	10/17/16-10/23/16		Tuesday Prime A			8-9pm	-T-----	:30	\$1,500.00	0.00	NM			
Ⓜ MG for 17.1 10/19															
N18	WFTS	10/19/16	10/19/16	General Election Debate	CM	9-11pm	--W----	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
				General Election Debate											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/17/16	10/23/16	--W----			1			\$8,000.00			0.00		
N19	WFTS	10/17/16	10/23/16	Sunday Prime D	CM	10-11pm	-----S	:30	1	\$2,400.00	P-6	0.00	NM	0	\$0.00
				Quantico											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/17/16	10/23/16	-----S			1			\$2,400.00			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	10/17/16-10/23/16		Sunday Prime D			10-11pm	-----Su	:30	<del>(\$2,400.00)</del>	0.00	NM			
Credited															
[DNA. moving \$\$'s to Estimate 2739]															
N20	WFTS	10/17/16	10/23/16	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:		10/17/16	10/23/16	MTWTF--			5			\$600.00			0.00		
N21	WFTS	10/17/16	10/23/16	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:		10/17/16	10/23/16	-----S-			1			\$450.00			0.00		
N22	WFTS	10/17/16	10/23/16	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:		10/17/16	10/23/16	-----S			1			\$600.00			0.00		
N23	WFTS	10/17/16	10/23/16	Jimmy Kimmel 1135pm	CM	1135pm-1237am	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
				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:		10/17/16	10/23/16	M-----			1			\$400.00			0.00		
N24	WFTS	10/17/16	10/23/16	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:		10/17/16	10/23/16	-----S-			1			\$150.00			0.00		
N25	WFTS	10/17/16	10/23/16	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:		10/17/16	10/23/16	-----S			1			\$250.00			0.00		

Totals 57 \$37,125.00