

# ORDER



WWLP Springfield

**Orders**  
**Order / Rev:** 674652  
**Alt Order #:**  
**Product Desc:** Primary TV Campaign  
**Estimate:**  
**Flight Dates:** 08/31/15 - 09/08/15  
**Original Date / Rev:** 08/21/15 / 08/24/15  
**Order Type:** REG

**Primary AE:** WWLP Local House  
**Sales Office:** L-SPR  
**Sales Region:** Loc

**Agency**  
**Name:** Marketing Doctor LLC  
**Buying Contact:**  
**Billing Contact:**  
 c/o Janet Casey  
 Northampton, MA 01060

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

**Advertiser**  
**Name:** POL/Dominic Sarno for Mayor  
**Demographic:** A25-54  
**Product Codes:** PL3  
**Priority:** NA  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** SP7361  
**Agency External ID:** SP5840

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/08/15	77	\$11,705.00	\$9,949.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	77	\$11,705.00	\$9,949.25	0.00
<b>Totals</b>	<b>77</b>	<b>\$11,705.00</b>	<b>\$9,949.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WWLP Local House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WWLP Springfield	50%	\$11,705.00
Market	100%	\$23,410.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EGGB	10%	\$2,341.00
EWLP	0%	\$0.00
IWWLP	0%	\$0.00
UNKWN	0%	\$0.00
WFXQ	0%	\$0.00
WGGB	20%	\$4,682.00
WSHM	20%	\$4,682.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WWLP	08/31/15	09/04/15	M-F 530-6a 22 News 530am	CM	530-6a	11112--	:30	6	\$100.00	P5	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	11112--		6				\$100.00		0.00			
N 2	WWLP	09/07/15	09/08/15	M-F 530-6a 22 News 530am	CM	530-6a	22-----	:30	4	\$100.00	P5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----		4				\$100.00		0.00			
N 3	WWLP	08/31/15	09/04/15	M-F 6-7a 22 News @ 6am	CM	6-7am	11122--	:30	7	\$225.00	P5	0.00	NM	7	\$1,575.00

Order / Rev: 674652  
 Alt Order #:  
 Flight Dates: 08/31/15 - 09/08/15

Advertiser: POL/Dominic Sarno for Mayor  
 Product Desc: Primary TV Campaign  
 Estimate:

WWLP Springfield

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WWLP	08/31/15	09/04/15	M-F 6-7a 22 News @ 6am	CM	6-7am	11122--	:30	7	\$225.00	P5	0.00	NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	11122--					7	\$225.00		0.00			
N 4	WWLP	09/07/15	09/08/15	M-F 6-7a 22 News @ 6am	CM	6-7am	22-----	:30	4	\$225.00	P5	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----					4	\$225.00		0.00			
N 5	WWLP	08/31/15	09/04/15	Today Show M-F Today Show	CM	7-9a	11112--	:30	6	\$200.00	P5	0.00	NM	6	\$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: 08/31/15	09/06/15	11112--					6	\$200.00		0.00			
N 6	WWLP	09/07/15	09/08/15	Today Show M-F Today Show	CM	7-9a	22-----	:30	4	\$200.00	P5	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: 09/07/15	09/13/15	22-----					4	\$200.00		0.00			
N 7	WWLP	09/05/15	09/05/15	Today Show Sa Today Show Sat	CM	7-9a	-----2-	:30	2	\$125.00	P5	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	-----2-					2	\$125.00		0.00			
N 8	WWLP	09/06/15	09/06/15	Today Show Su Today Show Su	CM	8-9a	-----2	:30	2	\$150.00	P5	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: 08/31/15	09/06/15	-----2					2	\$150.00		0.00			
N 9	WWLP	09/05/15	09/06/15	EN (Sa-Su) 22 News Weekend @ 6p	CM	6-7p	-----22	:30	4	\$150.00	P5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	-----22					4	\$150.00		0.00			
N 10	WWLP	09/03/15	09/04/15	M-F 530-630p News 22 @ 530p	CM	530-6p (5:30 PM-6:00 PM)	---11--	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--					2	\$275.00		0.00			
N 11	WWLP	09/07/15	09/07/15	M-F 530-630p News 22 @ 530p	CM	530-6p (5:30 PM-6:00 PM)	2-----	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	2-----					2	\$275.00		0.00			
N 12	WWLP	09/03/15	09/04/15	M-F 530-630p News 22 @ 6p	CM	6-630p (6:00 PM-6:30 PM)	---11--	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--					2	\$275.00		0.00			
N 13	WWLP	09/07/15	09/07/15	M-F 530-630p News 22 @ 6p	CM	6-630p (6:00 PM-6:30 PM)	2-----	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	2-----					2	\$275.00		0.00			
N 14	WWLP	09/03/15	09/04/15	M-F 530-6a 22 News 530am	CM	530-6a	---11--	:10	2	\$50.00	P5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--					2	\$50.00		0.00			
N 15	WWLP	09/07/15	09/08/15	M-F 530-6a 22 News 530am	CM	530-6a	22-----	:10	4	\$50.00	P5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----					4	\$50.00		0.00			
N 16	WWLP	09/03/15	09/04/15	M-F 6-7a 22 News @ 6am	CM	6-7am	---11--	:10	2	\$115.00	P5	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--					2	\$115.00		0.00			
N 17	WWLP	09/07/15	09/08/15	M-F 6-7a 22 News @ 6am	CM	6-7am	22-----	:10	4	\$115.00	P5	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----					4	\$115.00		0.00			

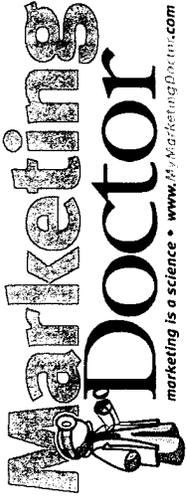
Order / Rev: 674652  
 Alt Order #:  
 Flight Dates: 08/31/15 - 09/08/15

Advertiser: POL/Dominic Sarno for Mayor  
 Product Desc: Primary TV Campaign  
 Estimate:

WWLP Springfield

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WWLP	09/07/15	09/08/15	M-F 6-7a 22 News @ 6am	CM	6-7am	22-----	:10	4	\$115.00	P5	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----		4				\$115.00		0.00			
N 18	WWLP	09/03/15	09/04/15	Today Show M-F Today Show	CM	7-9a	---11--	:10	2	\$100.00	P5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--		2				\$100.00		0.00			
N 19	WWLP	09/07/15	09/08/15	Today Show M-F Today Show	CM	7-9a	22-----	:10	4	\$100.00	P5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	22-----		4				\$100.00		0.00			
N 20	WWLP	09/05/15	09/05/15	Today Show Sa Today Show Sat	CM	7-9a	-----1-	:10	1	\$115.00	P5	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	-----1-		1				\$115.00		0.00			
N 21	WWLP	09/06/15	09/06/15	Today Show Su Today Show Su	CM	8-9a	-----1	:10	1	\$75.00	P5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	-----1		1				\$75.00		0.00			
N 22	WWLP	09/05/15	09/06/15	EN (Sa-Su) 22 News Weekend @ 6p	CM	6-7p	-----11	:10	2	\$70.00	P6	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	-----11		2				\$70.00		0.00			
N 23	WWLP	09/03/15	09/04/15	M-F 530-630p News 22 @ 530p	CM	530-6p (5:30 PM-6:00 PM)	---11--	:10	2	\$115.00	P5	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--		2				\$115.00		0.00			
N 24	WWLP	09/07/15	09/07/15	M-F 530-630p News 22 @ 530p	CM	530-6p (5:30 PM-6:00 PM)	2-----	:10	2	\$115.00	P5	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	2-----		2				\$115.00		0.00			
N 25	WWLP	09/03/15	09/04/15	M-F 530-630p News 22 @ 6p	CM	6-630p (6:00 PM-6:30 PM)	---11--	:10	2	\$125.00	P5	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/15	09/06/15	---11--		2				\$125.00		0.00			
N 26	WWLP	09/07/15	09/07/15	M-F 530-630p News 22 @ 6p	CM	6-630p (6:00 PM-6:30 PM)	2-----	:10	2	\$125.00	P5	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	2-----		2				\$125.00		0.00			

Totals 77 \$11,705.00



**DOMENIC SARNO**

Primary TV Campaign

August 31 - September 8, 2015

30 Second Ad	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Total # of Spots	Total Dollars Spent
	31-Aug	1-Sep	2-Sep	3-Sep	4-Sep	5-Sep	6-Sep	7-Sep	8-Sep		
<b>Ch. 22 - WWLP</b>											
5:30am Morning News	1	1	1	1	2			2	2	10	\$ 1,000
6am Morning News	1	1	1	2	2			2	2	11	\$ 2,475
7-9am Today Show	1	1	1	1	2			2	2	10	\$ 2,000
Saturday Today Show						2				2	\$ 250
Sunday Today Show							2			2	\$ 300
Sat/Sun 6pm News						2	2			4	\$ 600
5:30pm Evening News				1	1			2		4	\$ 1,100
6:00pm Evening News				1	1			2		4	\$ 1,100
<b>Total 30's</b>											<b>\$ 8,825</b>
<b>10 Second Ad</b>											
<b>Ch. 22 - WWLP</b>											
5:30am Morning News				1	1			2	2	6	\$ 300
6am Morning News				1	1			2	2	6	\$ 690
7-9am Today Show				1	1			2	2	6	\$ 600
Saturday Today Show						1				1	\$ 115
Sunday Today Show							1			1	\$ 75
Sat/Sun 6pm News						1	1	2		4	\$ 140
5:30pm Evening News				1	1			2		4	\$ 460
6:00pm Evening News				1	1			2		4	\$ 500
<b>Total 10's</b>											<b>\$ 2,880</b>

GROSS TOTAL ORDER WWLP

NET TOTAL

\$ 11,705

\$ 9,949.25

*Handwritten note:* 8.24.15  
Marketing Doctor

## Benoit, Catherine

---

**From:** Janet Casey <janet@mymarketingdoctor.com>  
**Sent:** Monday, August 24, 2015 11:14 AM  
**To:** Benoit, Catherine; Caroline Coley  
**Subject:** RE: Sarno Preemptions

That's approved. Thanks Catherine

### **Janet Casey Marketing Doctor**

30 Industrial Drive  
Northampton, MA 01060  
[www.MyMarketingDoctor.com](http://www.MyMarketingDoctor.com)  
(413) 896-0800 PHONE  
(413) 674-0004 FAX



**From:** Benoit, Catherine [mailto:Catherine.Benoit@wwlp.com]  
**Sent:** Monday, August 24, 2015 11:10 AM  
**To:** Caroline Coley <caroline@mymarketingdoctor.com>  
**Cc:** Janet Casey <janet@mymarketingdoctor.com>  
**Subject:** Sarno Preemptions

Hi Caroline,

On Monday, September 7<sup>th</sup> golf is airing from 130pm to 6pm, thereby pre-empting our 5pm and 530pm local news. So the below spots are preempted

2x 9/7 530-6p news \$275 :30  
2x 9/7 530-6p news \$115 :10

Makegood offer

2x 9/7 7-8p Wheel/Jeopardy \$225 :30  
1x 9/5 9-10a news \$50 :30  
1x 9/6 9-10a news \$50 :30

1x 9/3 7-8p Wheel/Jeopardy \$115 :10  
1x 9/4 7-8p Wheel/Jeopardy \$115 :10

Please let me know if okay. Thanks.

**Catherine Benoit**  
Sales Coordinator  
WWLP-TV 22  
[cbenoit@wwlp.com](mailto:cbenoit@wwlp.com)  
(P)413-377-2248



NAB Form PB-18 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WWLP - Springfield MA	<b>Date:</b> 8/20/15
---	-------------------------

I, Marketing Doctor Inc.  
 being/on behalf of: MAYOR DOMENIC J SARNIO  
 a legally qualified candidate of the DEMOCRATIC  
 political party for the office of: MAYOR  
 in the CITY OF SPRINGFIELD  
 election to be held on: NOVEMBER 3<sup>RD</sup>, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	PKG.	M-Su	MA	PKG.	2

**Attach proposed schedule with charges (if available):**

NAB Form PB-18 Candidates

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Dominic J Sarno

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Paul Lessard

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/20/15                      [Signature]  
Date                                      Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]                      Nicole Mondor-Haniff                      LSM  
Signature                                      Printed Name                                      Title

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):