

## ORDER



WLFI Lafayette

**Orders**  
**Order / Rev:** 712569  
**Alt Order #:**  
**Product Desc:** Linda Shriner and Tony  
**Estimate:**  
**Flight Dates:** 10/26/15 - 11/08/15  
**Original Date / Rev:** 10/12/15 / 10/12/15  
**Order Type:** REG

**Primary AE:** WLFI Local House  
**Sales Office:** L-LAF  
**Sales Region:** Loc

**Agency**  
**Name:** POL/Roswarski for Lafayette  
**Buying Contact:**  
**Billing Contact:**  
 1820 Redwood Lane  
 Lafayette, IN 47905

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

**Advertiser**  
**Name:** POL/Roswarski for Lafayette  
**Demographic:** A25-54  
**Product Codes:** PL3  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-CAND

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

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/26/15   | 11/03/15 | 22      | \$2,440.00   | \$2,074.00 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2015 | 22        | \$2,440.00        | \$2,074.00        | 0.00        |
| <b>Totals</b> | <b>22</b> | <b>\$2,440.00</b> | <b>\$2,074.00</b> | <b>0.00</b> |

## Account Executives

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

| Ln  | Ch   | Start             | End             | Inventory Code                                      | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-----|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | WLFI | 10/26/15          | 11/08/15        | 6a-7a NC 18 This Morning<br>NC 18 6-7a This Morning | CM    | M-F 6a-7a         | MTWTF-- | :30 | 4     | \$90.00     | P5  | 0.00          | NM   | 5     | \$450.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |      | Week: 10/26/15    | 11/01/15        | MTW-F--   |       | 4                 |         |     |       | \$90.00     |     | 0.00          |      |       |          |
|     |      | Week: 11/02/15    | 11/08/15        | -T-----   |       | 1                 |         |     |       | \$90.00     |     | 0.00          |      |       |          |
| N 2 | WLFI | 10/26/15          | 11/08/15        | News Chan 18 @ Noon<br>News Chan 18 @ Noon          | CM    | M-F 12p-1230p     | MTWTF-- | :30 | 4     | \$45.00     | P5  | 0.00          | NM   | 6     | \$270.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |      | Week: 10/26/15    | 11/01/15        | MTWT---   |       | 4                 |         |     |       | \$45.00     |     | 0.00          |      |       |          |
|     |      | Week: 11/02/15    | 11/08/15        | MT-----   |       | 2                 |         |     |       | \$45.00     |     | 0.00          |      |       |          |
| N 3 | WLFI | 10/26/15          | 11/08/15        | News Chan 18 @ 6p<br>News Chan 18 @ 6p              | CM    | M-F 6p-630p       | MTWTF-- | :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: 10/26/15    | 11/01/15        | MTW-F--   |       | 4                 |         |     |       | \$200.00    |     | 0.00          |      |       |          |
|     |      | Week: 11/02/15    | 11/08/15        | -----   |       | 0                 |         |     |       | \$0.00      |     | 0.00          |      |       |          |
| N 4 | WLFI | 10/26/15          | 11/08/15        | M-F 7p-730p<br>M-F 7p-730p Wheel Of Fort            | CM    | M-F 7p-730p       | MTWTF-- | :30 | 1     | \$85.00     | P5  | 0.00          | NM   | 2     | \$170.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |      | Week: 10/26/15    | 11/01/15        | M-----  |       | 1                 |         |     |       | \$85.00     |     | 0.00          |      |       |          |
|     |      | Week: 11/02/15    | 11/08/15        | M-----  |       | 1                 |         |     |       | \$85.00     |     | 0.00          |      |       |          |
| N 5 | WLFI | 10/26/15          | 11/08/15        | LN M-F<br>LN M-F @ 11p                              | CM    | M-F 11p-1135p     | MTWTF-- | :30 | 4     | \$150.00    | P5  | 0.00          | NM   | 5     | \$750.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|     |      | Week: 10/26/15    | 11/01/15        | MTWT---   |       | 4                 |         |     |       | \$150.00    |     | 0.00          |      |       |          |
|     |      | Week: 11/02/15    | 11/08/15        | M-----  |       | 1                 |         |     |       | \$150.00    |     | 0.00          |      |       |          |

