

ORDER



WZZM 13

Orders
Order / Rev: 1605628
Alt Order #: 09095887
Product Desc: PENSLER FOR SENATE
Estimate:
Flight Dates: 06/02/18 - 06/08/18
Original Date / Rev: 06/05/18 / 06/05/18
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Jamestown Associates / POL
Buying Contact:
Billing Contact:
 734 15th Street NW Suite 550
 Washington, DC 20005

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

Advertiser Name: POL/ Sandy Pensler / R/ US Senate
Demographic: A50+
Product Codes: PL-US Senate
Priority: P04-GB
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 114296
Agency External ID: 22298AG
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 05/28/18 | 06/08/18 | 24 | \$5,875.00 | \$4,993.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| June 2018 | 24 | \$5,875.00 | \$4,993.75 | 0.00 |
| Totals | 24 | \$5,875.00 | \$4,993.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristen Waskie | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| WZZM 13 | 13% | \$5,875.00 |
| Market | 100% | \$45,192.31 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WOOD | 32% | \$14,461.54 |
| WOTV | 3% | \$1,355.77 |
| WWMT | 38% | \$17,173.08 |
| WXMI | 14% | \$6,326.92 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|----------------------|-------|-------------------|---------|-----|-------|-------------|-------|---------------|------|-------|----------|
| 1 | WZZM | 06/04/18 | 06/08/18 | Local News @ 12p M-F | CM | 12-1p | MTWTF-- | :30 | 2 | \$135.00 | P02-F | 0.00 | NM | 2 | \$270.00 |
| | | | | Local News @ 12p M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 06/04/18 | 06/10/18 | MTWTF-- | | 2 | | | | \$135.00 | | 0.00 | | | |
| N 2 | WZZM | 06/04/18 | 06/08/18 | Judge Judy 4-430p | CM | 4-430p | MTWTF-- | :30 | 3 | \$150.00 | P03-F | 0.00 | NM | 3 | \$450.00 |
| | | | | Judge Judy | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 06/04/18 | 06/10/18 | MTWTF-- | | 3 | | | | \$150.00 | | 0.00 | | | |

Order / Rev: 1605628
 Alt Order #: 09095887
 Flight Dates: 06/02/18 - 06/08/18

Advertiser: POL/ Sandy Pensler / R/ US Senate
 Product Desc: PENSLER FOR SENATE
 Estimate:

WZZM 13

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------|-------------------|-----------------|--|-------|-----------------------------|---------|-----|-------------|----------|-------|---------------|--------|-------|------------|
| N 3 | WZZM | 06/04/18 | 06/08/18 | Judge Judy 430-5p Judge Judy | CM | 430-5p | MTWTF-- | :30 | 4 | \$160.00 | P03-F | 0.00 | NM | 4 | \$640.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 06/04/18 | 06/10/18 | MTWTF-- | | 4 | | | \$160.00 | | | 0.00 | | | |
| N 4 | WZZM | 06/04/18 | 06/08/18 | Local News @ 530p M-FCM Local News @ 530p M-F | | 530-6p | MTWTF-- | :30 | 4 | \$315.00 | P02-F | 0.00 | NM | 4 | \$1,260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 06/04/18 | 06/10/18 | MTWTF-- | | 4 | | | \$315.00 | | | 0.00 | | | |
| 5 | WZZM | 06/04/18 | 06/08/18 | Local News @ 6p M-F Local News @ 6p M-F | CM | 6-630p | MTWTF-- | :30 | 2 | \$400.00 | P03-F | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 06/04/18 | 06/10/18 | MTWTF-- | | 2 | | | \$400.00 | | | 0.00 | | | |
| 6 | WZZM | 06/02/18 | 06/08/18 | LN (M-Su) Local News @ 11p M-Su | CM | 11-1135p | MTWTFSS | :30 | 2 | \$250.00 | P03-F | 0.00 | NM | 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: | 06/02/18 | 06/08/18 | MTWTFSS | | 2 | | | \$250.00 | | | 0.00 | | | |
| 7 | WZZM | 06/02/18 | 06/02/18 | Good Morning America Sa Good Morning America Sa | CM | 8-9a | -----S- | :30 | 1 | \$175.00 | P03-F | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/28/18 | 06/03/18 | -----S- | | 1 | | | \$175.00 | | | 0.00 | | | |
| 8 | WZZM | 06/03/18 | 06/03/18 | Local News @ 9a Su Local News @ 9a Su | CM | 9-10a | -----S | :30 | 1 | \$100.00 | P02-F | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/28/18 | 06/03/18 | -----S | | 1 | | | \$100.00 | | | 0.00 | | | |
| 9 | WZZM | 06/03/18 | 06/03/18 | Local News @ 630p Su Local News @ 630p Su | CM | 630-7p (6:30 PM-7:00 PM) | -----S | :30 | 1 | \$180.00 | P03-F | 0.00 | NM | 1 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/28/18 | 06/03/18 | -----S | | 1 | | | \$180.00 | | | 0.00 | | | |
| N 10 | WZZM | 06/06/18 | 06/08/18 | Local News @ 6p M-F Local News @ 6p M-F | CM | 6-630p | --WTF-- | :30 | 2 | \$450.00 | P03-F | 0.00 | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 06/04/18 | 06/10/18 | --WTF-- | | 2 | | | \$450.00 | | | 0.00 | | | |
| N 11 | WZZM | 06/06/18 | 06/08/18 | LN (M-Su) Local News @ 11p M-Su | CM | 11-1135p | --WTF-- | :30 | 2 | \$300.00 | P03-F | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 06/02/18 | 06/08/18 | --WTF-- | | 2 | | | \$300.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 24 | \$5,875.00 |