

ORDER WORKSHEET

Rep Order# 10705160 Ver# 3 Status Revised

Traffic Order# 473408

Last Received:
Showing Buylines:

Printed: 11/10/15 9:42 AM
11/09/15 3:22 PM
All Rep Revised Lines

1 of 2

Station ETWC-TV TALLAHASSEE, FL
Advertiser (6087) POLITICAL ISSUE GROU
Product SEMINOLE TRIBE OF FL
Estimate# 2613
Buyer Ally Rambo

Agency (MENT) MENTZER MEDIA
210 W. PENNSYLVANIA AVENUE, SUITE 250
TOWSON, MD 21204
Agency C/P1/P2/E 197/216/2613
Flight Dates 11/11/15-11/17/15

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (ISC) JAMES SCUTARI
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

--- CONTRACT COMMENT ---

SEMINOLE TRIBE OF FLORIDA
*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

ADDED SEMINOLES GAME TO ORDER - NEW TOTAL \$3600 - PLEASE CONFIRM - THANKS!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
2*	Sa	12P-3P	SEMINOLES VS FLORIDA STATE	30	16.5	16.5	\$3,500.00	11/14-11/14	1	1	1	\$3,500.00
Buy Comment: +1X ADD												
Sales remark: V3 +1X ADD												
V3 Added												

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Nov2015: 2 / \$3,600.00

Order Totals: 2 / \$3,600.00 Total GRPS: 16.7

--- COMPETITIVE ---

Market Totals	\$241,610.74	CABL .00%	ETLH .00%	ETWC 1.49%	WCTV 87.73%	WTLF .00%
		WTWC 1.12%	WTVL 9.67%			

--- COMPETITIVE COMMENTS ---

SHARES ACCURATE

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EC'd Yes

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Salesperson (JSC) JAMES SCUTARI
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

Books [null]
Demos RA35+

--- CREDIT RISK ---
STANDARD CREDIT TERMS

ORDER**Orders**

Order / Rev: 473408
Alt Order #: 10705160
Product Desc: SEMINOLE TRIBE OF FL
Estimate: 2613
Flight Dates: 11/11/15 - 11/17/15
Original Date / Rev: 11/10/15 / 11/10/15
Order Type: GENERAL

ETWC

Primary AE: Washington DC Millennium/DC
Sales Office: K-WSH
Sales Region: NAT

Agency

Name: Mentzer Media Service
Buying Contact:
Billing Contact:
 210 W Pennsylvania
 Towson, MD 21204

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

Advertiser

Name: Seminole Tribe of Florida
Demographic: A35+
Product Codes: Services-Government/Conservation
Priority: P-10
Revenue Codes: AGY, General, General

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/15	11/15/15	2	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	2	\$3,600.00	\$3,060.00	16.50
Totals	2	\$3,600.00	\$3,060.00	16.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium/D			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
ETWC	1%	\$3,600.00
Market	100%	\$360,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCTV	88%	\$316,800.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTWC	1%	\$3,600.00
WTXL	10%	\$36,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	ETWC	11/15/15	11/15/15	Su 9a-10a Fox News Su 9a-10a Fox News	CM	9a-10a	-----S	:30	1	\$100.00	POL-	0.20	NM	1	\$100.00
FOX News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/15/15	11/21/15	-----S		1				\$100.00		0.00			
N 2	ETWC	11/14/15	11/14/15	NCAA College FB Game 12:00 PM-3:00 PM	CM	12:00 PM-3:00 PM (12:00 PM-3:00 PM)	-----S-	:30	1	\$3,500.00	POL-	16.50	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/09/15	11/15/15	-----S-		1				\$3,500.00		16.50			
Totals														2	\$3,600.00