

# ORDER

**WWLP Springfield**

<b>Orders</b>	<b>Order / Rev:</b>	<b>1645290</b>	
	<b>Alt Order #:</b>		
	<b>Product Desc:</b>		
	<b>Estimate:</b>	<b>455</b>	
	<b>Flight Dates:</b>	<b>08/20/18 - 09/04/18</b>	<b>Primary AE:</b> WWLP Local House
	<b>Original Date / Rev:</b>	<b>08/10/18 / 08/29/18</b>	<b>Sales Office:</b> L-SPR
	<b>Order Type:</b>	<b>REG</b>	<b>Sales Region:</b> Loc

<b>Agency</b>	<b>Name:</b>	<b>Market Mentors</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		30 Capital Drive	<b>Billing Cycle:</b> EOM/EOC
		West Springfield, MA 01089	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	<b>POL/Jim Welch(James T. Welch)/Stat</b>	<b>New Business Thru:</b>
	<b>Demographic:</b>	<b>A35-64</b>	<b>Order Separation:</b> 00:15:00
	<b>Product Codes:</b>	<b>PL15</b>	<b>Advertiser External ID:</b> SP11013
	<b>Priority:</b>	<b>P5</b>	<b>Agency External ID:</b> SP5029
	<b>Revenue Code 1:</b>	<b>AGY</b>	<b>Unit Code:</b> General
	<b>Revenue Code 2:</b>	<b>POL</b>	
	<b>Revenue Code 3:</b>	<b>POL-CAND</b>	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/18	08/26/18	7	\$1,800.00	\$1,530.00
08/27/18	09/04/18	33	\$8,050.00	\$6,842.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	7	\$1,800.00	\$1,530.00	0.00
September 2018	33	\$8,050.00	\$6,842.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$9,850.00</b>	<b>\$8,372.50</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%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WWLP	08/21/18	08/31/18	M-F 6-7a 22 News @ 6am	CM	6-7am	MTWTF--	:30	2	\$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: 08/20/18	08/26/18	-TWTF--					2	\$225.00		0.00			
		Week: 08/27/18	09/02/18	MTWTF--					5	\$225.00		0.00			
N 2	WWLP	09/03/18	09/04/18	M-F 6-7a 22 News @ 6am	CM	6-7am	11-----	:30	2	\$225.00	P5	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/18	09/09/18	11-----					2	\$225.00		0.00			
N 3	WWLP	08/21/18	08/31/18	Today Show M-F Today Show	CM	7-9a	MTWTF--	:30	2	\$200.00	P5	0.00	NM	8	\$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: 08/20/18	08/26/18	-TWTF--					2	\$200.00		0.00			
		Week: 08/27/18	09/02/18	MTWTF--					6	\$200.00		0.00			
N 4	WWLP	09/03/18	09/04/18	Today Show M-F Today Show	CM	7-9a	21-----	:30	3	\$200.00	P5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/18	09/09/18	21-----					3	\$200.00		0.00			
N 5	WWLP	08/21/18	08/31/18	M-F 5-530p News 22 @5p	CM	5-530p	MTWTF--	:30	1	\$400.00	P3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1645290  
 Alt Order #:  
 Flight Dates: 08/20/18 - 09/04/18

Advertiser: POL/Jim Welch(James T. Welch)/State :  
 Product Desc:  
 Estimate: 455

WWLP Springfield

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	-TWTF--					1	\$400.00		0.00			
		Week: 08/27/18	09/02/18	MTWTF--					5	\$400.00		0.00			
N 6	WWLP	08/21/18	08/31/18	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	MTWTF--	:30	2	\$275.00	P5	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	-TWTF--					2	\$275.00		0.00			
		Week: 08/27/18	09/02/18	MTWTF--					5	\$275.00		0.00			
N 7	WWLP	08/30/18	08/30/18	M-F 12-1p 22 News @ Noon	CM	12-1p	---1---	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/18	09/02/18	---1---					1	\$50.00		0.00			
N 8	WWLP	09/01/18	09/01/18	Today Show Sa Today Show Sat	CM	7-9a	-----1-	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/18	09/02/18	-----1-					1	\$225.00		0.00			
N 9	WWLP	08/30/18	08/31/18	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	---11--	:30	2	\$350.00	P4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/18	09/02/18	---11--					2	\$350.00		0.00			
N 10	WWLP	09/01/18	09/02/18	Sa-Su 9-10a News 22 Weekend	CM	9-10a	-----SS	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/18	09/02/18	-----SS					1	\$125.00		0.00			
N 11	WWLP	08/30/18	08/31/18	M-F 12-1p 22 News @ Noon	CM	12-1p	---TF--	:30	1	\$100.00	P4	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: 08/27/18	09/02/18	---TF--					1	\$100.00		0.00			
N 12	WWLP	09/03/18	09/03/18	M-F 12-1p 22 News @ Noon	CM	12-1p	1-----	:30	1	\$100.00	P4	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: 09/03/18	09/09/18	1-----					1	\$100.00		0.00			
Totals													40	\$9,850.00	