

**ORDER**

WSMV

**Orders**

Order / Rev: 814369  
 Alt Order #: 08702995  
 Product Desc: PROTCT AM HCARE 6/24  
 Estimate: 4589  
 Flight Dates: 06/24/17 - 06/29/17  
 Original Date / Rev: 06/27/17 / 06/27/17  
 Order Type: GENERAL

Primary AE: Aaron Ashe  
 Sales Office: T-WAS  
 Sales Region: National

**Agency**

Name: Mentzer Media Services, Inc.  
 Buying Contact:  
 Billing Contact:  
 210 W. Pennsylvania Ave., Suite 250  
 Towson, MD 21204

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

**Advertiser**

Name: Coalition For American Healthcare  
 Demographic: A35+  
 Product Codes: Political-Issues  
 Priority: SPP  
 Revenue Code 1: POL  
 Revenue Code 2: PLI  
 Revenue Code 3: FLT

New Business Thru:  
 Order Separation: 00:03:00  
 Advertiser External ID:  
 Agency External ID:  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/17	06/29/17	8	\$3,050.00	\$2,592.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2017	8	\$3,050.00	\$2,592.50	0.00
<b>Totals</b>	<b>8</b>	<b>\$3,050.00</b>	<b>\$2,592.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WSMV	24%	\$3,050.00
Market	100%	\$12,708.33

**Competitive Share**

	Share	Total
AEN	0%	\$0.00
APL	0%	\$0.00
BET	0%	\$0.00
CMD	0%	\$0.00
CMT	0%	\$0.00
CNB	0%	\$0.00
CNN	0%	\$0.00
DISC	0%	\$0.00
ESPN	0%	\$0.00
FAM	0%	\$0.00
FOOD	0%	\$0.00
FX	0%	\$0.00
FXNC	0%	\$0.00
LIF	0%	\$0.00
LNC5	0%	\$0.00
MNBC	0%	\$0.00
MTV	0%	\$0.00
NICK	0%	\$0.00

Net	Rating
\$2,592.50	0.00
\$2,592.50	0.00

Net	Rating
\$2,592.50	0.00
\$2,592.50	0.00

SPK	0%	\$0.00
TLC	0%	\$0.00
TNT	0%	\$0.00
TWC	0%	\$0.00
USA	0%	\$0.00
VH1	0%	\$0.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	20%	\$2,541.67
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	50%	\$6,354.17
WUXP	0%	\$0.00
WZTV	6%	\$762.50

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 Estimate: 4589  
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WSMV	06/26/17	06/26/17	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	1-----	:30	1	\$50.00	SPP	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: 06/26/17	07/02/17	1-----					1	\$50.00		0.00			
2	WSMV	06/26/17	06/26/17	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	1-----	:30	1	\$550.00	SPP	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	1-----					1	\$550.00		0.00			
3	WSMV	06/26/17	06/26/17	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	1-----	:30	1	\$450.00	SPP	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	1-----					1	\$450.00		0.00			
4	WSMV	06/26/17	06/26/17	Today Show 1 Today Show 7-9am	CM	658-9AM	1-----	:30	1	\$475.00	SPP	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	1-----					1	\$475.00		0.00			
N 5	WSMV	06/29/17	06/29/17	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	---1---	:30	1	\$50.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	---1---					1	\$50.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	M-F News 4 Today @ 4		M-F 4a-5a	---Th-----	:30		(\$50.00)		0.00	NM		
				Credited											
N 6	WSMV	06/29/17	06/29/17	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	---1---	:30	1	\$550.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	---1---					1	\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	M-F Channel 4 News @ 5p		5-530pm	---Th-----	:30		(\$550.00)		0.00	NM		
				Credited											
N 7	WSMV	06/29/17	06/29/17	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	---1---	:30	1	\$450.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/26/17	07/02/17	---1---					1	\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	M-F News 4 Today @ 6		558am-658am	---Th-----	:30		(\$450.00)		0.00	NM		
				Credited											
8	WSMV	06/27/17	06/27/17	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	-1-----	:30	1	\$50.00	SPP	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: 06/26/17	07/02/17	-1-----					1	\$50.00		0.00			

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8	WSMV	06/27/17	06/27/17	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	-1-----	:30	1	\$50.00	SPP	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:		06/26/17	07/02/17	-1-----		1				\$50.00		0.00			
9	WSMV	06/27/17	06/27/17	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	-1-----	:30	1	\$550.00	SPP	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	-1-----		1				\$550.00		0.00			
10	WSMV	06/27/17	06/27/17	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	-1-----	:30	1	\$450.00	SPP	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	-1-----		1				\$450.00		0.00			
11	WSMV	06/27/17	06/27/17	Today Show 1 Today Show 7-9am	CM	658-9AM	-1-----	:30	1	\$475.00	SPP	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	-1-----		1				\$475.00		0.00			
N 12	WSMV	06/28/17	06/28/17	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	--1----	:30	1	\$50.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	--1----		1				\$50.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	M-F News 4 Today @ 4		M-F 4a-5a	--W-----	:30		(\$50.00)		0.00	NM		
	Credited														
N 13	WSMV	06/28/17	06/28/17	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	--1----	:30	1	\$550.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	--1----		1				\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	M-F Channel 4 News @ 5p		5-530pm	--W-----	:30		(\$550.00)		0.00	NM		
	Credited														
N 14	WSMV	06/28/17	06/28/17	Today Show 1 Today Show 7-9am	CM	658-9AM	--1----	:30	1	\$475.00	SPP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/17	07/02/17	--1----		1				\$475.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSMV	06/26/17-07/02/17	Today Show 1		658-9AM	--W-----	:30		(\$475.00)		0.00	NM		
	Credited														
Totals														8	\$3,050.00

REP HEADLINE# 8702995      TRF# 814369      REP: TEL# 703 528 7800      FAX# 703 528 7880  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$      *6/21*      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      HARRIS REPORT FROM REP      JUN27/17 09.32  
 \*\*\* MOD# 0: UNAPPROVED REV #1 \$\$\$           ORDER WORKSHEET      \*\*\*CHANGES\*\*      \*\*\* WSMV-TV \*\*\*      SALESMAN #

ADV #	ADV. NAME	ISS/COAL PROTECT AM HCARE	REP. #	OFF. #	SALESMAN #
AGY # 489	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ALLY RAMBO	
		210 W. PENNSYLVANIA AVE. SUITE 250	SALES PRSN	WA- AARON ASHE	
		TOWSON, MD 21204			

ORDER #	CONTRACT # 8702995	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	PROTCT AM HCARE 6/24	EST#4589	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	JUN24/17	JUN29/17	WK-1	

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	JUN27/17	09.32
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REP: TO BEVERLY, FROM TARYN  
15-7, 12-14 CANCELLED  
TTLS= \$3,050.00 \$8X  
PLS CNFRM  
THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL ESTIMATES MUST BE INCLUDED ON THE INVOICES

STATIONS USING ELECTRONIC INVOICING, DO NOT SEND PAPER INVOICES:

AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE FOR THIS AGENCY. THE ID# FOR THE WEBSITE IS: EMT12009

[illegible]

