

ORDER



Orders	Order / Rev:	911748
	Alt Order #:	
	Product Desc:	Allison Werder for State Rep 2018
	Estimate:	
	Flight Dates:	11/01/18 - 11/06/18
	Original Date / Rev:	10/31/18 / 10/31/18
	Order Type:	GENERAL

WGGB

Primary AE:	WSHM- House Local
Sales Office:	WSHM
Sales Region:	Local

Agency	Name:	Market Mentors LLC
	Buying Contact:	Shubhada Rella-Brooks
	Billing Contact:	
		30 Capital Drive, Suite C
		West Springfield, MA 01089

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

Advertiser	Name:	Allison Werder For State Representative
	Demographic:	A35+
	Product Codes:	Political-Candidates
	Priority:	PMT
	Revenue Code 1:	POL
	Revenue Code 2:	PLC
	Revenue Code 3:	POL LPL

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	
Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/06/18	13	\$3,100.00	\$2,635.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	13	\$3,100.00	\$2,635.00	0.00
Totals	13	\$3,100.00	\$2,635.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WSHM- House Local			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	WGGB	11/01/18	11/02/18	M-F 6a-7a M-F ABC40 In the Morning	CM	6a-7a	---TF--	:30	2	\$250.00	PMT	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: 10/29/18	11/04/18	---TF--		2				\$250.00		0.00			
N 2	WGGB	11/05/18	11/06/18	M-F 6a-7a M-F ABC40 In the Morning	CM	6a-7a	MT-----	:30	2	\$250.00	PMT	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: 11/05/18	11/11/18	MT-----		2				\$250.00		0.00			
N 3	WGGB	11/01/18	11/02/18	ABC Good Morning America ABC Good Morning America	CM	7a-9a	---TF--	:30	3	\$250.00	PMT	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	---TF--		3				\$250.00		0.00			
N 4	WGGB	11/05/18	11/06/18	ABC Good Morning America ABC Good Morning America	CM	7a-9a	MT-----	:30	2	\$250.00	PMT	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: 11/05/18	11/11/18	MT-----		2				\$250.00		0.00			
N 5	WGGB	11/01/18	11/02/18	26 M-F 5p-530p ABC40 News M-F ABC40 News	CM	5p-530p	---TF--	:30	1	\$300.00	PMT	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	---TF--		1				\$300.00		0.00			
N 6	WGGB	11/01/18	11/02/18	28 M-F 6p-630p ABC40 News M-F ABC40 News	CM	6p-630p	---TF--	:30	1	\$400.00	PMT	0.00	NM	1	\$400.00

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Advertiser: Allison Werder For State Representative
 Product Desc: Allison Werder for State Rep 2018
 Estimate:
WGGB

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: 10/29/18	11/04/18	---TF--		1				\$400.00		0.00			
N 7	WGGB	11/03/18	11/04/18	Sa-Su 8a-9a GMA WkndCM		8a-9a	-----SS	:30	2	\$75.00	IMP	0.00	NM	2	\$150.00
				Sa-Su ABC GMA Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----SS		2				\$75.00		0.00			
													Totals	13	\$3,100.00