

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 Representati
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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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 Wknd	CM	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