

ORDER



Orders	Order / Rev:	435041
	Alt Order #:	
	Product Desc:	Vern Buchanan for Congress
	Estimate:	1372
	Flight Dates:	10/19/14 - 10/25/14
	Original Date / Rev:	10/02/14 / 10/17/14
	Order Type:	GENERAL

	WFTS
Primary AE:	Dave Lombardo
Sales Office:	EWSDC
Sales Region:	NAT

Agency	Name:	Mentzer Media
	Buying Contact:	
	Billing Contact:	
		600 Fairmont Avenue - Suite #306
		Towson, MD 21204

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

Advertiser	Name:	Buchanan / Republican / Congress
	Demographic:	A25-54
	Product Codes:	PL Federal Candidate
	Priority:	P-1
	Revenue Codes:	POL, POL, CAND

New Business Thru: _____
Order Separation: 00:20:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/19/14	1	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	1	\$3,000.00	\$2,550.00	0.00
Totals	1	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFTS	20%	\$3,000.00
Market	100%	\$15,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBHS	0%	\$0.00
WBSV	0%	\$0.00
WCLF	0%	\$0.00
WEDU	0%	\$0.00
WFLA	20%	\$3,000.00
WMOR	20%	\$3,000.00
WTOG	0%	\$0.00
WTSP	20%	\$3,000.00
WTTA	0%	\$0.00
WTVT	20%	\$3,000.00
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	10/19/14	10/19/14	SU 9-10a This Week Su 9-10a This Week	CM	9-10a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

Order / Rev: 435041
 Alt Order #:
 Flight Dates: 10/19/14 - 10/25/14

Advertiser: Buchanan / Republican / Congress
 Product Desc: Vern Buchanan for Congress
 Estimate: 1372

WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	10/19/14	10/19/14	SU 9-10a This Week	CM	9-10a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Su 9-10a This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	-----S	1		\$3,000.00		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>				
3	WFTS	10/13/14-10/19/14		SU 9-10a This Week	9-10a		-----Su	1:00	\$3,000.00	0.00	NM				
													Totals	1	\$3,000.00