



WTIC-TV

## ORDER

Print Date 10/31/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 402824 - 1

Original Date / Revision  
10/31/12 10/31/12

Advertiser Independence USA Pac

Agency Mentzer Media Services Inc

Buying Contact Tammie Wingrove

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
INDEPENDENCE PAC USA

Agency Com 15%

Billing Contact  
600 Fairmont Ave  
Suite 306  
Towson, MD 21286Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 38

Alt Order # 06400103

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 25% Market Value 337500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	25%	84375
4WVIT	25%	84375
5WTNH	25%	84375
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	79	\$71,718.75	\$84,375.00	0.00	10/29/12	11/06/12	79	\$71,718.75	\$84,375.00
Totals	79	\$71,718.75	\$84,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/31/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-- WTF--	:30	6	\$400.00	02	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>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
E 2	61	10/31/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-- WTF--	:30	6	\$400.00	02	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>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
E 3	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-- WTF--	:30	6	\$350.00	02	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$350.00		0.00					
E 4	61	10/31/12	10/31/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 1----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- 1----		1		\$425.00		0.00					
E 5	61	11/01/12	11/02/12		CM	4p-5p	--- 22--	:30	4	\$425.00	02	0.00	NM	4	\$1,700.00



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Print Date: 10/31/12

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Contract / Revision **402824- 1** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Independence USA Pac** Product **INDEPENDENCE PAC USA** Estimate # **38**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4p-5pm											
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--- 22--	4		\$425.00		0.00						
E 6	61	10/31/12	11/02/12	M-F 7p-730p	CM	7p-730p	-- 222--	:30	6	\$1,000.00	02	0.00	NM	6	\$6,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 222--	6		\$1,000.00		0.00						
E 7	61	10/31/12	11/02/12	M-F 730p-8p	CM	730p-8p	-- 222--	:30	6	\$1,300.00	02	0.00	NM	6	\$7,800.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 222--	6		\$1,300.00		0.00						
E 8	61	10/31/12	11/02/12	M-F News at Ten	CM	10p-11p	-- 111--	:30	3	\$1,800.00	02	0.00	NM	3	\$5,400.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 111--	3		\$1,800.00		0.00						
E 9	61	10/31/12	11/02/12	M-F News at 11pm	CM	11p-1135p	-- 222--	:30	6	\$550.00	02	0.00	NM	6	\$3,300.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 222--	6		\$550.00		0.00						
E 10	61	10/31/12	10/31/12	Wed Prime Rotator	CM	8p-10p	-- 2----	:30	2	\$6,000.00	02	0.00	NM	2	\$12,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 2----	2		\$6,000.00		0.00						
E 11	61	11/01/12	11/01/12	Thur Prime Rotator	CM	8p-10p	--- 1---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--- 1---	1		\$6,000.00		0.00						
E 12	61	11/03/12	11/03/12	Sa 10p-11p	CM	10p-11p	----- 2-	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----- 2-	2		\$1,300.00		0.00						
E 13	61	11/04/12	11/04/12	Su 10p-11p	CM	10p-11p	----- 2	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----- 2	2		\$1,500.00		0.00						
E 14	61	11/04/12	11/04/12	Su 11p-1130p	CM	11p-1130p	----- 2	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00
				Sun 11p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----- 2	2		\$550.00		0.00						
15	61	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a	3-----	:30	3	\$400.00	02	0.00	NM	3	\$1,200.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	3-----	3		\$400.00		0.00						
16	61	11/06/12	11/06/12	M-F 6a-7a	CM	6a-7a	- 2-----	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	- 2-----	2		\$400.00		0.00						
17	61	11/05/12	11/06/12	M-F 7a-8a	CM	7a-8a	22-----	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **402824- 1** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Independence USA Pac** Product **INDEPENDENCE PAC USA** Estimate # **38**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	22-----	:30	4	\$400.00	02	0.00	NM	4	\$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:		11/05/12	11/11/12	22-----					4	\$400.00		0.00			
18	61	11/05/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	22-----	:30	4	\$350.00	02	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$350.00		0.00			
19	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$425.00	02	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$425.00		0.00			
20	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	2-----	:30	2	\$1,000.00	02	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$1,000.00		0.00			
21	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	2-----	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$1,300.00		0.00			
22	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,800.00	02	0.00	NM	2	\$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:		11/05/12	11/11/12	2-----					2	\$1,800.00		0.00			
23	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	2-----	:30	2	\$550.00	02	0.00	NM	2	\$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:		11/05/12	11/11/12	2-----					2	\$550.00		0.00			
24	61	11/05/12	11/05/12	Mon Prime A Bones	CM	8p-9p	1-----	:30	1	\$7,000.00	02	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$7,000.00		0.00			
N25	61	11/02/12	11/02/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$3,000.00		0.00			
N26	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$3,000.00		0.00			
													Totals	79	\$84,375.00