

## ORDER



WPMT-TV

**Orders**  
**Order / Rev:** 576595  
**Alt Order #:**  
**Product Desc:** Scott Wagner for PA Senate  
**Estimate:** 2766  
**Flight Dates:** 05/07/14 - 05/20/14  
**Original Date / Rev:** 05/02/14 / 05/02/14  
**Order Type:** GENERAL

**Primary AE:** Katie Piscitelli  
**Sales Office:** L-HBG  
**Sales Region:** Local

**Agency**  
**Name:** Universal Media  
**Buying Contact:**  
**Billing Contact:**  
 4999 Louise Drive  
 Mechanicsburg, PA 17055

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

**Advertiser**  
**Name:** Wagner/Rep/Senate  
**Demographic:** A25+  
**Product Codes:** PL4  
**Priority:** 01  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** UNIV/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/14	05/20/14	27	\$6,000.00	\$5,100.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2014	27	\$6,000.00	\$5,100.00	30.70
<b>Totals</b>	<b>27</b>	<b>\$6,000.00</b>	<b>\$5,100.00</b>	<b>30.70</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katie Piscitelli			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
1	43	05/07/14	05/20/14	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	4	\$125.00	01	0.50	NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/14	05/11/14	--WTF--		3				\$125.00		0.50			
		Week: 05/12/14	05/18/14	MTWTF--		5				\$125.00		0.50			
		Week: 05/19/14	05/25/14	MT-----		2				\$125.00		0.50			
2	43	05/07/14	05/20/14	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	4	\$125.00	01	0.60	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/14	05/11/14	--WTF--		3				\$125.00		0.60			
		Week: 05/12/14	05/18/14	--WTF--		3				\$125.00		0.60			
		Week: 05/19/14	05/25/14	MT-----		2				\$125.00		0.60			
3	43	05/19/14	05/19/14	M-F 5p-6p News MON 5p-6p News	CM	5p-6p	M-----	:30	1	\$175.00	01	0.50	NM	1	\$175.00
4	43	05/07/14	05/19/14	Weekday Late News Weekday Late News 10-1030 (10:00 PM-10:30 PM)	CM	10P-1030P	MTWTF--	:30	4	\$475.00	01	2.50	NM	7	\$3,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/14	05/11/14	--WTF--		3				\$475.00		2.50			
		Week: 05/12/14	05/18/14	--WTF--		3				\$475.00		2.50			
		Week: 05/19/14	05/25/14	M-----		1				\$475.00		2.50			
5	43	05/18/14	05/18/14	Su News Su Late News	CM	10p-11p	-----S	:30	1	\$250.00	01	2.90	NM	1	\$250.00
<b>Totals</b>														<b>27</b>	<b>\$6,000.00</b>