

ORDER



Orders
Order / Rev: 578327
Alt Order #: 07172204
Product Desc: CORBETT FOR GOV 5/14
Estimate:
Flight Dates: 05/14/14 - 05/20/14
Original Date / Rev: 05/13/14 / 05/13/14
Order Type: GENERAL

WPMT-TV

Primary AE: Cheryl Long
Sales Office: TWDC
Sales Region: National

Agency Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Ave
 Pittsburgh, PA 15211

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

Advertiser Name: Tom Corbett
Demographic: A35+
Product Codes: PL1
Priority: 01
Revenue Codes: AGY, POL, CAND

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/28/14	05/20/14	54	\$11,150.00	\$9,477.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2014	54	\$11,150.00	\$9,477.50	37.30
Totals	54	\$11,150.00	\$9,477.50	37.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cheryl Long			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WPMT-TV	13%	\$11,150.00
Market	100%	\$85,769.23

Competitive Share

	Share	Total
UNKWN	0%	\$0.00
WGAL	41%	\$35,165.38
WHP	19%	\$16,296.15
WHTM	27%	\$23,157.69
WLYH	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	43	05/14/14	05/16/14	M-F 7a-8a W,F 7a-8a	CM	7a-8a	--W-F--	:30	2	\$125.00	01	0.60	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	--W-F--			2			\$125.00		0.60			
E 2	43	05/19/14	05/19/14	M-F 7a-8a MON 7a-8a	CM	7a-8a	1-----	:30	1	\$125.00	01	0.60	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	1-----			1			\$125.00		0.60			
E 3	43	05/15/14	05/15/14	M-F 8a-9a THU 8a-9a	CM	8a-9a (8:00 AM-9:00 AM)	---1---	:30	1	\$100.00	01	0.60	NM	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:		05/12/14	05/18/14	---1---			1			\$100.00		0.60			
E 4	43	05/20/14	05/20/14		CM	8a-9a	-1-----	:30	1	\$125.00	01	0.60	NM	1	\$125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 8a-9a TUE 8a-9a (8:00 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	- 1 - - - - -					1	\$125.00		0.60			
E 5	43	05/15/14	05/16/14	M-F 2p-3p TH-F 2p-3p	CM	2p-3p	- - - TF - -	:30	2	\$40.00	01	0.30	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - TF - -					2	\$40.00		0.30			
E 6	43	05/19/14	05/20/14	M-F 2p-3p M-TU 2p-3p	CM	2p-3p	MT - - - - -	:30	2	\$50.00	01	0.30	NM	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:		05/19/14	05/25/14	MT - - - - -					2	\$50.00		0.30			
E 7	43	05/14/14	05/16/14	M-F 3p-4p W-F 3p-4p	CM	3p-4p	- - WTF - -	:30	3	\$40.00	01	0.80	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - WTF - -					3	\$40.00		0.80			
E 8	43	05/19/14	05/20/14	M-F 3p-4p M-TU 3p-4p	CM	3p-4p	MT - - - - -	:30	2	\$50.00	01	0.80	NM	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:		05/19/14	05/25/14	MT - - - - -					2	\$50.00		0.80			
E 9	43	05/14/14	05/16/14	M-F 4p-5p News W,F 4p-5p News	CM	4p-5p	- - W-F - -	:30	2	\$125.00	01	0.80	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - W-F - -					2	\$125.00		0.80			
E 10	43	05/19/14	05/19/14	M-F 4p-5p News MON 4p-5p News	CM	4p-5p (4:00 PM-5:00 PM)	1 - - - - -	:30	1	\$125.00	01	0.80	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	1 - - - - -					1	\$125.00		0.80			
E 11	43	05/14/14	05/15/14	M-F 5p-6p News W-TH 5p-6p News	CM	5p-6p	- - WT - - -	:30	2	\$175.00	01	0.50	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - WT - - -					2	\$175.00		0.50			
E 12	43	05/20/14	05/20/14	M-F 5p-6p News TUE 5p-6p News	CM	5p-6p (5:00 PM-6:00 PM)	- 1 - - - - -	:30	1	\$175.00	01	0.50	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	- 1 - - - - -					1	\$175.00		0.50			
E 13	43	05/16/14	05/16/14	M-F 6p-630p FRI 6p-630p.	CM	6p-630p	- - - - 1 - -	:30	1	\$125.00	01	0.40	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - - 1 - -					1	\$125.00		0.40			
E 14	43	05/19/14	05/19/14	M-F 6p-630p MON 6p-630p.	CM	6p-630p	1 - - - - -	:30	1	\$125.00	01	0.40	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	1 - - - - -					1	\$125.00		0.40			
E 15	43	05/15/14	05/15/14	M-F 630p-7p TH 630p-7p	CM	630p-7p	- - - 1 - - -	:30	1	\$125.00	01	0.50	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - 1 - - -					1	\$125.00		0.50			
E 16	43	05/19/14	05/19/14	M-F 630p-7p MON 630p-7p	CM	630p-7p	1 - - - - -	:30	1	\$125.00	01	0.50	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	1 - - - - -					1	\$125.00		0.50			
E 17	43	05/15/14	05/15/14	M-F 7p-730p THU 7p-730p	CM	7p-730p	- - - 1 - - -	:30	1	\$250.00	01	0.40	NM	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:		05/12/14	05/18/14	- - - 1 - - -					1	\$250.00		0.40			
E 18	43	05/20/14	05/20/14	M-F 7p-730p TUE 7p-730p	CM	7p-730p	- 1 - - - - -	:30	1	\$300.00	01	0.40	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>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	43	05/20/14	05/20/14	M-F 7p-730p TUE 7p-730p	CM	7p-730p	- 1 - - - - -	:30	1	\$300.00	01	0.40	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:		05/19/14	05/25/14	- 1 - - - - -					1	\$300.00		0.40			
E 19	43	05/14/14	05/16/14	M-F 730p-8p W,F 730p-8p	CM	730p-8p	- - W- F- -	:30	2	\$250.00	01	0.40	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:		05/12/14	05/18/14	- - W- F- -					2	\$250.00		0.40			
E 20	43	05/19/14	05/19/14	M-F 730p-8p MON 730p-8p	CM	730p-8p	1- - - - -	:30	1	\$300.00	01	0.40	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:		05/19/14	05/25/14	1- - - - -					1	\$300.00		0.40			
E 21	43	05/14/14	05/16/14	Weekday Late News W-F Late News	CM	10p-1030p (10:00 PM-10:30 PM)	- - WTF- -	:30	3	\$550.00	01	2.60	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - WTF- -					3	\$550.00		2.60			
E 22	43	05/19/14	05/20/14	Weekday Late News MON Late News	CM	10p-1030p (10:00 PM-10:30 PM)	M- - - - -	:30	1	\$550.00	01	2.60	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	M- - - - -					1	\$550.00		2.60			
E 23	43	05/19/14	05/19/14	Mon Prime B Mon 9p-10p	CM	9p-10p	1- - - - -	:30	1	\$3,500.00	01	3.70	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	1- - - - -					1	\$3,500.00		3.70			
E 24	43	05/15/14	05/15/14	Thur Prime A Thur 8p-9p	CM	8p-9p	- - - 1- - -	:30	1	\$750.00	01	2.50	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - 1- - -					1	\$750.00		2.50			
E 25	43	05/17/14	05/17/14	Sa News Sa Late News	CM	10p-11p	- - - - - 1-	:30	1	\$200.00	01	1.30	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - - - 1-					1	\$200.00		1.30			
E 26	43	05/18/14	05/18/14	Fox News Sunday Sun Fox News 9a-10a	CM	9a-10a	- - - - - 1	:30	1	\$85.00	02	0.70	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	- - - - - 1					1	\$85.00		0.70			
E 27	43	05/18/14	05/18/14	Su News Su Late News	CM	10p-11p	- - - - - 1	:30	1	\$250.00	01	2.80	NM	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:		05/12/14	05/18/14	- - - - - 1					1	\$250.00		2.80			
N28	43	05/14/14	05/20/14	M-F 4a-5a M-F 4a-5a	CM	4a-5a	MTWTF- -	:30	7	\$5.00	02	0.00	NM	7	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/14	05/20/14	MTWTF- -					7	\$5.00		0.00			
N29	43	05/14/14	05/20/14	Arsenio Hall Show, The Arsenio Hall Show, The	CM	11p-12a	MTWTF- -	:30	6	\$40.00	02	0.00	NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/14	05/20/14	MTWTF- -					6	\$40.00		0.00			
N30	43	05/18/14	05/18/14	Arsenio Hall Show,The Wkd Arsenio Hall Show,The Wkd	CM	11p-12a	- - - - - S	:30	1	\$20.00	02	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/14	05/20/14	- - - - - S					1	\$20.00		0.00			
N31	43	05/19/14	05/20/14	M-F 5a-6a M-TU 5a-6a	CM	5a-6a	MT- - - - -	:30	2	\$60.00	02	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MT- - - - -					2	\$60.00		0.00			
													Totals	54	\$11,150.00