

ORDER



WPMT-TV

Orders
Order / Rev: 559291
Alt Order #: 07096283
Product Desc: WOLF 3/18 :30S
Estimate:
Flight Dates: 03/18/14 - 03/24/14
Original Date / Rev: 03/17/14 / 03/17/14
Order Type: GENERAL

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

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 100 North 20th Street
 Philadelphia, PA 19103

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

Advertiser Name: Wolf/D/Gov/Pa
Demographic: A35+
Product Codes: PL3
Priority: 01
Revenue Codes: AGY, POL, CAND

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/14	03/24/14	10	\$2,425.00	\$2,061.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2014	10	\$2,425.00	\$2,061.25	0.00
Totals	10	\$2,425.00	\$2,061.25	0.00

Account Executives

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

Order Share

Order Share	Share	Total
WPMT-TV	8%	\$2,425.00
Market	100%	\$30,312.50

Competitive Share

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WGAL	49%	\$14,853.12
WHP	19%	\$5,759.38
WHTM	24%	\$7,275.00
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	03/18/14	03/24/14	M-F 8a-9a TU-F,M 8a-9a	CM	8a-9a (8:00 AM-8:30 AM)	MTWTF--	:30	5	\$65.00	01	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/18/14	03/24/14	MTWTF--			5		\$65.00		0.00				
E 2	43	03/22/14	03/22/14	Sa News Sa Late News	CM	10p-11p	-----1-	:30	1	\$200.00	01	0.00	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:		03/17/14	03/23/14	-----1-			1		\$200.00		0.00				
E 3	43	03/18/14	03/24/14	Weekday Late News TU-W,F,M Late News	CM	10p-1030P (10:00 PM-10:30 PM)	MTW-F--	:30	4	\$475.00	01	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/18/14	03/24/14	MTW-F--			4		\$475.00		0.00				
													Totals	10	\$2,425.00