

ORDER



Orders
Order / Rev: 568194
Alt Order #: 07136221
Product Desc: MCGINTY GOV 4/1
Estimate: 2545
Flight Dates: 04/01/14 - 04/07/14
Original Date / Rev: 03/31/14 / 03/31/14
Order Type: GENERAL

WPMT-TV

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

Agency Name: Canal Partners Media
Buying Contact:
Billing Contact:
 1027 33rd Street, NW
 Washington, DC 20007

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

Advertiser Name: McGinty/Dem/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
03/31/14	04/07/14	6	\$1,875.00	\$1,593.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2014	6	\$1,875.00	\$1,593.75	0.00
Totals	6	\$1,875.00	\$1,593.75	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

	Share	Total
WPMT-TV	6%	\$1,875.00
Market	100%	\$31,250.00

Competitive Share

	Share	Total
UNKWN	0%	\$0.00
WGAL	33%	\$10,312.50
WHP	25%	\$7,812.50
WHTM	36%	\$11,250.00
WLYH	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	43	04/01/14	04/07/14	Weekday Late News	CM	10p-1030p	MTWTF--	:30	3	\$425.00	01	0.00	NM	3	\$1,275.00
				Weekday Late News		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/14	04/07/14	MTWTF--		3				\$425.00		0.00			
2	43	04/01/14	04/07/14	Weekday Late News	CM	1030p-11p	MTWTF--	:30	1	\$400.00	01	0.00	NM	1	\$400.00
				Weekday Late News		(10:30 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/14	04/07/14	MTWTF--		1				\$400.00		0.00			
3	43	04/01/14	04/07/14	M-F 6p-630p	CM	6p-630p	MTWTF--	:30	1	\$100.00	01	0.00	NM	1	\$100.00
				M-F 6p-630p.											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/14	04/07/14	MTWTF--		1				\$100.00		0.00			
4	43	04/01/14	04/07/14		CM	7p-730p	MTWTF--	:30	1	\$100.00	01	0.00	NM	1	\$100.00

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WPMT-TV

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				M-F 7p-730p											
				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: 04/01/14	04/07/14	MTWTF--					1	\$100.00		0.00			
													Totals	6	\$1,875.00