

## ORDER



WPMT-TV

**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

**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
<b>Totals</b>	<b>6</b>	<b>\$1,875.00</b>	<b>\$1,593.75</b>	<b>0.00</b>

## 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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				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