

## ORDER



WPMT-TV

**Orders**  
**Order / Rev:** 557996  
**Alt Order #:** 07091658  
**Product Desc:** RON MILLER 3/13  
**Estimate:** 3413  
**Flight Dates:** 03/13/14 - 03/18/14  
**Original Date / Rev:** 03/12/14 / 03/12/14  
**Order Type:** GENERAL

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

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser**  
**Name:** MILLER/R/STATE SENATE  
**Demographic:** A35+  
**Product Codes:** PL4  
**Priority:** 11  
**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	03/18/14	8	\$990.00	\$841.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2014	8	\$990.00	\$841.50	0.00
<b>Totals</b>	<b>8</b>	<b>\$990.00</b>	<b>\$841.50</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

Order Share	Share	Total
WPMT-TV	13%	\$990.00
Market	100%	\$7,615.38

## Competitive Share

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WGAL	46%	\$3,503.08
WHP	17%	\$1,294.62
WHTM	24%	\$1,827.69
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	03/13/14	03/18/14	M-F 6a-7a TH,M-TU 6a-7a	CM	6a-7a	MT-T---	:30	3	\$65.00	11	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/13/14	03/19/14	MT-T---			3		\$65.00		0.00				
E 2	43	03/14/14	03/17/14	M-F 7a-8a F,M 7a-8a	CM	7a-8a	M--F--	:30	2	\$65.00	11	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/14/14	03/20/14	M--F--			2		\$65.00		0.00				
E 3	43	03/13/14	03/13/14	M-F 5p-6p News M-F 5p-6p News	CM	5p-6p	---1---	:30	1	\$125.00	11	0.00	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:		03/10/14	03/16/14	---1---			1		\$125.00		0.00				
E 4	43	03/14/14	03/14/14		CM	6p-630p	----1--	:30	1	\$115.00	11	0.00	NM	1	\$115.00

Order / Rev: 557996  
 Alt Order #: 07091658  
 Flight Dates: 03/13/14 - 03/18/14

Advertiser: MILLER/R/STATE SENATE  
 Product Desc: RON MILLER 3/13  
 Estimate: 3413

WPMT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p-630p															
FRI 6p-630p.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/14	03/16/14	---- 1--					1	\$115.00		0.00			
E 5	43	03/14/14	03/14/14	Weekday Late News	CM	1030p-11p	---- 1--	:30	1	\$425.00	11	0.00	NM	1	\$425.00
FRI 1030-11P 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:		03/10/14	03/16/14	---- 1--					1	\$425.00		0.00			
													Totals	8	\$990.00