

ORDER

**WPMT-TV**

Orders

Order / Rev: 547102

Alt Order #: 07046538

Product Desc: WOLF 2/4 :60S

Estimate:

Flight Dates: 02/04/14 - 02/10/14

Original Date / Rev: 02/03/14 / 02/04/14

Order Type: GENERAL

Primary AE: Cheryl Long

Sales Office: TWDC

Sales Region: National

Agency

Name: Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut 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,PL1

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 |
|------------|----------|---------|--------------|------------|
| 01/27/14 | 02/10/14 | 3 | \$2,850.00 | \$2,422.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| February 2014 | 3 | \$2,850.00 | \$2,422.50 | 0.00 |
| Totals | 3 | \$2,850.00 | \$2,422.50 | 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 | 4% | \$2,850.00 |
| Market | 100% | \$71,250.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| UNKWN | 0% | \$0.00 |
| WGAL | 53% | \$37,762.50 |
| WHP | 27% | \$19,237.50 |
| WHTM | 16% | \$11,400.00 |
| 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 | 02/04/14 | 02/05/14 | Weekday Late News | CM | 10p-1030p | -TW---- | 1:00 | 2 | \$950.00 | 01 | 0.00 | NM | 2 | \$1,900.00 |
| | | | | TU-WED 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: 02/03/14 | 02/09/14 | -TW---- | | 2 | | | | \$950.00 | | 0.00 | | | |
| 2 | 43 | 02/10/14 | 02/10/14 | Weekday Late News | CM | 10p-11p | 1----- | 1:00 | 1 | \$950.00 | 01 | 0.00 | NM | 1 | \$950.00 |
| | | | | MON 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: 02/10/14 | 02/16/14 | 1----- | | 1 | | | | \$950.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 3 | \$2,850.00 |