

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 TU-WED Late News	CM	10p-1030p (10:00 PM-10:30 PM)	-TW----	1:00	2	\$950.00	01	0.00	NM	2	\$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: 02/03/14	02/09/14	-TW----		2		\$950.00		0.00					
2	43	02/10/14	02/10/14	Weekday Late News MON Late News	CM	10p-11p (10:00 PM-10:30 PM)	1-----	1:00	1	\$950.00	01	0.00	NM	1	\$950.00
		<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