

ORDER



WPMT-TV

Orders
Order / Rev: 578116
Alt Order #: 07171569
Product Desc: WOLF GOV 5/13
Estimate:
Flight Dates: 05/13/14 - 05/20/14
Original Date / Rev: 05/12/14 / 05/12/14
Order Type: GENERAL

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

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 100 North 20th 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
Priority: 02
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
04/28/14	05/20/14	19	\$4,875.00	\$4,143.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2014	19	\$4,875.00	\$4,143.75	0.00
Totals	19	\$4,875.00	\$4,143.75	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	18%	\$4,875.00
Market	100%	\$27,083.33

Competitive Share

	Share	Total
UNKWN	0%	\$0.00
WGAL	37%	\$10,020.83
WHP	30%	\$8,125.00
WHTM	15%	\$4,062.50
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	05/13/14	05/16/14	M-F 8a-9a TU-F 8a-830a	CM	8a-830a (8:00 AM-8:30 AM)	- TWTF - -	:30	4	\$100.00	01	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/12/14	05/18/14	- TWTF - -			4		\$100.00		0.00				
2	43	05/19/14	05/20/14	M-F 8a-9a M-TU 8a-830a	CM	8A-830A (8:00 AM-8:30 AM)	MT - - - - -	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/19/14	05/25/14	MT - - - - -			2		\$125.00		0.00				
3	43	05/14/14	05/14/14	American Idol Wed Wed American Idol	CM	8p-10p	- - 1 - - - -	:30	1	\$1,600.00	01	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/12/14	05/18/14	- - 1 - - - -			1		\$1,600.00		0.00				
4	43	05/17/14	05/17/14		CM	10p-11p	- - - - - 1 -	:30	1	\$200.00	01	0.00	NM	1	\$200.00

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WPMT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa News															
Sa Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/12/14	05/18/14	-----1-					1	\$200.00		0.00			
5	43	05/18/14	05/18/14	Su News	CM	10p-1030p	-----1	:30	1	\$250.00	01	0.00	NM	1	\$250.00
Su 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:		05/12/14	05/18/14	-----1					1	\$250.00		0.00			
6	43	05/13/14	05/16/14	Weekday Late News	CM	10p-1030P	-TWTF--	:30	3	\$450.00	01	0.00	NM	3	\$1,350.00
TU-F 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:		05/12/14	05/18/14	-TWTF--					3	\$450.00		0.00			
7	43	05/19/14	05/19/14	Weekday Late News	CM	10p-1030p	1-----	:30	1	\$550.00	01	0.00	NM	1	\$550.00
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:		05/19/14	05/25/14	1-----					1	\$550.00		0.00			
8	43	05/18/14	05/18/14	Su News	CM	1030-11p	-----1	:30	1	\$250.00	01	0.00	NM	1	\$250.00
Su 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:		05/12/14	05/18/14	-----1					1	\$250.00		0.00			
9	43	05/19/14	05/20/14	M-F 4a-5a	CM	4a-5a	MT-----	:30	5	\$5.00	02	0.00	NM	5	\$25.00
M-TU 4a-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/19/14	05/25/14	MT-----					5	\$5.00		0.00			
													Totals	19	\$4,875.00