



WTIC-TV

## ORDER

Print Date 09/20/12

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Flight Dates 10/29/12-11/06/12

Contract / Revision 389234 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact  
5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 5th DISTRICT

Alt Order # 06327592

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 10% Market Value 74250

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	28957
4WVIT	21%	15592
5WTNH	30%	22275
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	16	\$6,311.25	\$7,425.00	0.00	10/29/12	11/05/12	16	\$6,311.25	\$7,425.00
Totals	16	\$6,311.25	\$7,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$275.00		0.00			
E 2	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$275.00		0.00			
E 3	61	10/29/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$225.00	01	0.00	NM	5	\$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: 10/29/12	11/04/12	MTWTF--					5	\$225.00		0.00			
E 4	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$225.00	01	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----					2	\$225.00		0.00			
E 5	61	10/29/12	11/02/12		CM	10p-11p	MTWTF--	:30	2	\$1,400.00	01	0.00	NM	2	\$2,800.00



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Contract / Revision     **389234**     Flight Dates **10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision   09/20/12/   09/20/12Order Sep   00:15:00Advertiser   **A Roraback/R/5th D/Cong**   Product **RORABACK FOR CONGRE!** Estimate #   **5th DISTRICT**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F News at Ten												
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,400.00		0.00							
E 6	61	11/05/12	11/05/12	M-F News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00	
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		11/05/12	11/11/12	1-----	1		\$1,400.00		0.00							
														Totals	16	\$7,425.00