

ORDER



Orders
Order / Rev: 746232
Alt Order #: WOC12640508
Product Desc: FL General
Estimate: 7738
Flight Dates: 09/22/20 - 09/28/20
Original Date / Rev: 08/19/20 / 08/20/20
Order Type: GENERAL

WPTV
Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Media Buying and Analytics
Buying Contact:
Billing Contact:
 2020 Howell Mill Road NW
 Atlanta, GA 30318

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

Advertiser Name: Biden/Democrat/President
Demographic: A35+
Product Codes: PL Federal Candidate, PL Presidential
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-6

New Business Thru:
Advertiser External ID: 255871
Agency External ID: 138770
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/27/20	35	\$22,550.00	\$19,167.50
09/28/20	09/28/20	5	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	35	\$22,550.00	\$19,167.50	0.00
October 2020	5	\$2,600.00	\$2,210.00	0.00
Totals	40	\$25,150.00	\$21,377.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTV	09/22/20	09/25/20	M-F 530-6am M-F 530-6am	CM	530-6am	- 1- 11--	1:00	3	\$450.00	P-6	0.00	NM	3	\$1,350.00
(Program: TODAY ON 5 I)NIELSEN LSD Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	- 1- 11--			3		\$450.00		0.00				
N 2	WPTV	09/22/20	09/24/20	M-F 6-7am M-F 6-7am	CM	6-7am	- 1- 1---	1:00	2	\$1,100.00	P-6	0.00	NM	2	\$2,200.00
(Program: TODAY ON 5 II)NIELSEN LSD Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	- 1- 1---			2		\$1,100.00		0.00				
N 3	WPTV	09/22/20	09/25/20	M-F 7-9am M-F 7-9am	CM	7-9am	--- 11--	1:00	2	\$1,200.00	P-6	0.00	NM	2	\$2,400.00
(Program: TODAY SHW)NIELSEN LSD Q3 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	--- 11--			2		\$1,200.00		0.00				
N 4	WPTV	09/22/20	09/25/20	M-F 9-10am M-F 9-10am	CM	9-10am	---- 1--	1:00	1	\$800.00	P-6	0.00	NM	1	\$800.00
(Program: TODAY SHW2-NBC)NIELSEN LSD Q3 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	---- 1--			1		\$800.00		0.00				
N 5	WPTV	09/22/20	09/25/20		CM	11am-12pm	-- 1- 1--	1:00	2	\$350.00	P-6	0.00	NM	2	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11a-12p M-F 11a-12p (Program: TODAY ON 5 AT 11A)NIELSEN LSD Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	-- 1- 1--	2	\$350.00	0.00								
N 6	WPTV	09/22/20	09/25/20	M-F 12-1pm M-F 12-1pm (Program: RACHAEL RAY)NIELSEN LSD Q4 (sell)	CM	12-1pm	- 1- 11--	1:00	3	\$300.00	P-6	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	- 1- 11--	3	\$300.00	0.00								
N 7	WPTV	09/22/20	09/28/20	M-F 1-2pm M-F 1-2pm (Program: DAYS-OUR LIVES)NIELSEN LSD Q4 (sell)	CM	1-2pm	1-- 1---	1:00	2	\$350.00	P-6	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/22/20	09/28/20	1-- 1---	2	\$350.00	0.00								
N 8	WPTV	09/22/20	09/28/20	M-F 3-4pm M-F 3-4pm (Program: WENDY WILLIAMS SHOW)NIELSEN LSD Q4 (sell)	CM	3-4pm	1-- 1---	1:00	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/22/20	09/28/20	1-- 1---	2	\$300.00	0.00								
N 9	WPTV	09/22/20	09/28/20	M-F 4-5pm M-F 4-5pm (Program: NEWSCHANNEL 5 AT 4P)NIELSEN LSD Q3 (sell)	CM	4-5pm	11-- 1--	1:00	3	\$350.00	P-6	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/22/20	09/28/20	11-- 1--	3	\$350.00	0.00								
N 10	WPTV	09/22/20	09/25/20	M-F 5-530pm News M-F 5-530pm News (Program: NEWSCHANNEL 5 AT 5P)NIELSEN LSD Q3 (sell)	CM	5-530pm	---- 1--	1:00	1	\$900.00	P-6	0.00	NM	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:		09/21/20	09/27/20	---- 1--	1	\$900.00	0.00								
N 11	WPTV	09/22/20	09/28/20	M-F 6-630pm News M-F 6-630pm News (Program: NEWSCHANNEL 5 AT 6P)NIELSEN LSD Q4 (sell)	CM	6-630pm	11- 1---	1:00	3	\$1,400.00	P-6	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/22/20	09/28/20	11- 1---	3	\$1,400.00	0.00								
N 12	WPTV	09/22/20	09/25/20	M-F 7-730pm M-F 7-730pm (Program: THE LIST)NIELSEN LSD Q3 (sell)	CM	7-730pm	-- 1- 1--	1:00	2	\$900.00	P-6	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	-- 1- 1--	2	\$900.00	0.00								
N 13	WPTV	09/22/20	09/24/20	M-F 11-1135p News M-F 11-1135p News (Program: NWSCHNL5 AT 11)NIELSEN LSD Q4 (sell)	CM	11-1135pm	-- 11---	1:00	2	\$1,100.00	P-6	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	-- 11---	2	\$1,100.00	0.00								
N 14	WPTV	09/22/20	09/23/20	M-F 1135p-1235a M-F 1135p-1235a (Program: TONITE SHW-NBC)NIELSEN LSD Q4 (sell)	CM	1135pm-1235am	- 11----	1:00	2	\$500.00	P-6	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	- 11----	2	\$500.00	0.00								
N 15	WPTV	09/22/20	09/23/20	M-F 1235-135a M-F 1235-135a (Program: LATE NIGHT)NIELSEN LSD Q4 (sell)	CM	1235-135am	- 11----	1:00	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	- 11----	2	\$300.00	0.00								
N 16	WPTV	09/22/20	09/26/20	SA 5-6am News SA 5-6am News (Program: TODAY ON FIVE I SAT)NIELSEN LSD Q4 (sell)	CM	5-6am	----- 1-	1:00	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/21/20	09/27/20	----- 1-	1	\$300.00	0.00								
N 17	WPTV	09/22/20	09/26/20		CM	6-7am	----- 1-	1:00	1	\$400.00	P-6	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SA 6-7am News											
				SA 6-7am News											
				(Program: TODAY ON FIVE II SAT)NIELSEN LSD Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----1-			1			\$400.00		0.00			
N18	WPTV	09/22/20	09/26/20	SA 8-10am	CM	8-10am	-----1-	1:00	1	\$800.00	P-6	0.00	NM	1	\$800.00
				SA 8-10am											
				(Program: TODAY SHOW SAT)NIELSEN LSD Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----1-			1			\$800.00		0.00			
N19	WPTV	09/22/20	09/28/20	M-F 430-5am	CM	430-5am	11-----	1:00	2	\$200.00	P-6	0.00	NM	2	\$400.00
				M-F 430-5am											
				(Program: TODAY ON 5 AT 4:30A)NIELSEN LSD Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	11-----			2			\$200.00		0.00			
N20	WPTV	09/22/20	09/27/20	SU 6-7am News	CM	6-7am	-----1	1:00	1	\$350.00	P-6	0.00	NM	1	\$350.00
				SU 6-7am News											
				(Program: TODAY ON FIVE II SUN)NIELSEN LSD Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----1			1			\$350.00		0.00			
N21	WPTV	09/22/20	09/27/20	SU 7-8am News	CM	7-8am	-----1	1:00	1	\$600.00	P-6	0.00	NM	1	\$600.00
				SU 7-8am News											
				(Program: TODAY ON FIVE III SUN)NIELSEN LSD Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----1			1			\$600.00		0.00			
N22	WPTV	09/22/20	09/27/20	SU 8-9am	CM	8-9am	-----1	1:00	1	\$900.00	P-6	0.00	NM	1	\$900.00
				SU 8-9am											
				(Program: TODAY SHOW SUN)NIELSEN LSD Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----1			1			\$900.00		0.00			
													Totals	40	\$25,150.00