

ORDER

**WOOD Grand Rapids**

Orders
Order / Rev: 605486
Alt Order #: 9556566
Product Desc: ISSUE
Estimate:
Flight Dates: 05/01/15 - 05/05/15
Original Date / Rev: 05/01/15 / 05/01/15
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Fort Myer Drive
 Arlington, VA 22209

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

Advertiser Name: POL/Safe Road Yes
Demographic: A35+
Product Codes: PL2
Priority: P4
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/15	05/05/15	12	\$7,475.00	\$6,353.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	12	\$7,475.00	\$6,353.75	0.00
Totals	12	\$7,475.00	\$6,353.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD Grand Rapids	23%	\$7,475.00
Market	100%	\$32,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	48%	\$15,600.00
WXMI	6%	\$1,950.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	23%	\$7,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	05/01/15	05/01/15	M-F 7-730p	CM	7-730p	----F--	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
INSIDE ED <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/27/15 05/03/15 ----F-- 1 \$500.00 0.00															
E 2	WOOD	05/01/15	05/01/15		CM	730-8p	----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00

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Advertiser: POL/Safe Road Yes
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 Estimate:

WOOD Grand Rapids

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p M-F 730-8p											
ACCESS HLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	----F--					1	\$450.00		0.00			
E 3	WOOD	05/01/15	05/01/15	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	----F--					1	\$850.00		0.00			
E 4	WOOD	05/01/15	05/01/15	Fri Prime Other 1 Fri 9-11p	CM	9-11p	----F--	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
DATELINE FRI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	----F--					1	\$1,000.00		0.00			
E 5	WOOD	05/02/15	05/02/15	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
SAT LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	-----S-					1	\$850.00		0.00			
E 6	WOOD	05/03/15	05/03/15	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
SUN AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	-----S					1	\$125.00		0.00			
E 7	WOOD	05/03/15	05/03/15	Sunday Prime Other 4 Sunday 7-9p	CM	7-9p	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
DATELINE SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	-----S					1	\$1,000.00		0.00			
E 8	WOOD	05/03/15	05/03/15	Late News 8 @ 11 Sunday News 8 @11	CM	11-1130p	-----S	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
SUN LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/27/15	05/03/15	-----S					1	\$850.00		0.00			
E 9	WOOD	05/04/15	05/04/15	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
INSIDE ED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	M-----					1	\$500.00		0.00			
E 10	WOOD	05/04/15	05/04/15	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
ACCESS HLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	M-----					1	\$450.00		0.00			
E 11	WOOD	05/04/15	05/04/15	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	M-----					1	\$850.00		0.00			
E 12	WOOD	05/05/15	05/05/15	M-F 11a-12p eightWest	CM	11a-12p	-T-----	:30	1	\$50.00	P6	0.00	NM	1	\$50.00
EIGHTWEST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/04/15	05/10/15	-T-----					1	\$50.00		0.00			
Totals													12	\$7,475.00	