

## ORDER



**Orders**  
**Order / Rev:** 423339  
**Alt Order #:**  
**Product Desc:** Republican Party of Florida - Scott, Nune  
**Estimate:** 190  
**Flight Dates:** 08/03/14 - 08/09/14  
**Original Date / Rev:** 08/01/14 / 08/01/14  
**Order Type:** GENERAL

## WFTS

**Primary AE:** Dave Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Multi Media Services Corporation  
**Buying Contact:**  
**Billing Contact:**  
 915 King Street - 2nd Floor  
 Alexandria, VA 22314

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

**Advertiser Name:** RPOF 3PAC - Scott, Nunez, Ingram  
**Demographic:** A25-54  
**Product Codes:** PL Ballot Issue  
**Priority:** P-6  
**Revenue Codes:** POL, POL, PARTY

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/09/14	73	\$37,375.00	\$31,768.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	73	\$37,375.00	\$31,768.75	0.00
<b>Totals</b>	<b>73</b>	<b>\$37,375.00</b>	<b>\$31,768.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Lombardo			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	WFTS	08/05/14	08/07/14	M-F 5-530a ABC Action News	CM	5-530a	- 1- 1- - -	:30	2	\$100.00	P-6	0.00	NM	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:		08/04/14	08/10/14	- 1- 1- - -			2		\$100.00		0.00				
N 2	WFTS	08/04/14	08/08/14	M-F 530-6a ABC Action News	CM	528-6a	1- 1- 1- -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/04/14	08/10/14	1- 1- 1- -			3		\$150.00		0.00				
N 3	WFTS	08/05/14	08/07/14	M-F 6-7a ABC Action News	CM	558-7a	- 1- 1- - -	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/04/14	08/10/14	- 1- 1- - -			2		\$450.00		0.00				
N 4	WFTS	08/04/14	08/08/14	M-F 7-9a GMA GMA	CM	658-9a	1- 1- 1- -	:30	3	\$600.00	P-3	0.00	NM	3	\$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:		08/04/14	08/10/14	1- 1- 1- -			3		\$600.00		0.00				
N 5	WFTS	08/05/14	08/07/14	M-F 9-10a M-F 9-10a	CM	9-10a	- 1- 1- - -	:30	2	\$190.00	P-3	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/04/14	08/10/14	- 1- 1- - -			2		\$190.00		0.00				
N 6	WFTS	08/04/14	08/08/14	M-F 10-11a RTM/LAA	CM	10-11a	1- 1- 1- -	:30	3	\$190.00	P-3	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/04/14	08/10/14	1- 1- 1- -			3		\$190.00		0.00				

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Advertiser: RPOF 3PAC - Scott, Nunez, Ingram  
 Product Desc: Republican Party of Florida - Scott, Nunez  
 Estimate: 190

WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WFTS	08/05/14	08/07/14	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	- 1- 1- - -	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	- 1- 1- - -					2	\$375.00		0.00			
N 8	WFTS	08/04/14	08/08/14	M-F 12-1p ABC Action News	CM	1158a-1p	1- 1- 1- - -	:30	3	\$125.00	P-6	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	1- 1- 1- - -					3	\$125.00		0.00			
N 9	WFTS	08/04/14	08/09/14	M-F 4-5p M-F 4-5p	CM	358-5p	11111- -	:30	5	\$300.00	P-6	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	11111- -					5	\$300.00		0.00			
N 10	WFTS	08/04/14	08/09/14	M-F 5-530p ABC Action News	CM	458-530p	11111- -	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	11111- -					5	\$500.00		0.00			
N 11	WFTS	08/04/14	08/09/14	M-F 530-6p ABC Action News	CM	530-6p	11111- -	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	11111- -					5	\$500.00		0.00			
N 12	WFTS	08/04/14	08/09/14	M-F 6-630p ABC Action News	CM	558-630p	21212- -	:30	8	\$975.00	P-3	0.00	NM	8	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	21212- -					8	\$975.00		0.00			
N 13	WFTS	08/04/14	08/09/14	M-F 7-730p 7-730p The List	CM	658-730p	11111- -	:30	5	\$675.00	P-3	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	11111- -					5	\$675.00		0.00			
N 14	WFTS	08/05/14	08/07/14	M-F 730-8p 730-8pm RTM	CM	728-758p	- 1- 1- - -	:30	2	\$525.00	P-3	0.00	NM	2	\$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:		08/04/14	08/10/14	- 1- 1- - -					2	\$525.00		0.00			
N 15	WFTS	08/03/14	08/08/14	M-SU 11-1135p ABC Action News	CM	11-1135p	11111- 1	:30	6	\$650.00	P-6	0.00	NM	6	\$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:		07/28/14	08/03/14	- - - - - 1					1	\$650.00		0.00			
Week:		08/04/14	08/10/14	11111- -					5	\$650.00		0.00			
N 16	WFTS	08/04/14	08/08/14	Jimmy Kimmel 11:35pm Jimmy Kimmel 1135PM	CM	1135p-1238a	1- 1- 1- - -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	1- 1- 1- - -					3	\$150.00		0.00			
N 17	WFTS	08/04/14	08/08/14	Nightline 12:35am Nightline 1235am	CM	1238a-107a	1- 1- 1- - -	:30	3	\$100.00	P-6	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	1- 1- 1- - -					3	\$100.00		0.00			
N 18	WFTS	08/04/14	08/08/14	M-F 107-207a 107-207am Katie	CM	107-207a	1- 1- 1- - -	:30	3	\$50.00	P-6	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	1- 1- 1- - -					3	\$50.00		0.00			
N 19	WFTS	08/06/14	08/06/14	Wednesday Prime C Motive	CM	10-11p	- - W- - - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	- - W- - - -					1	\$3,000.00		0.00			
N 20	WFTS	08/07/14	08/07/14	Thursday Prime B Rookie Blue	CM	9-10p	- - - T- - -	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	- - - T- - -					1	\$4,000.00		0.00			
N 21	WFTS	08/09/14	08/09/14	Sa 6-7a Sa 6-7a	CM	6-7a	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00

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 Estimate: 190  
**WFTS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WFTS	08/09/14	08/09/14	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	-----S-					1	\$150.00		0.00			
N22	WFTS	08/09/14	08/09/14	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	-----S-					1	\$285.00		0.00			
N23	WFTS	08/09/14	08/09/14	SA 8-9a GMA SA 8-9a	CM	758-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	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:		08/04/14	08/10/14	-----S-					1	\$375.00		0.00			
N24	WFTS	08/09/14	08/09/14	Sa 9-10a Sa 9-10a	CM	9-10a	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/14	08/10/14	-----S-					1	\$200.00		0.00			
N25	WFTS	08/03/14	08/03/14	SU 7-8a GMA SU 7-8a	CM	658-8a	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/28/14	08/03/14	-----S					1	\$150.00		0.00			
N26	WFTS	08/03/14	08/03/14	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$265.00	P-3	0.00	NM	1	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/28/14	08/03/14	-----S					1	\$265.00		0.00			
Totals													73	\$37,375.00	