

ORDER



WOOD Grand Rapids

Orders
Order / Rev: 915419
Alt Order #: 25263037
Product Desc: RFS
Estimate: 1147
Flight Dates: 08/22/16 - 08/28/16
Original Date / Rev: 08/05/16 / 08/08/16
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/American Petroleum Institute
Demographic: A35-64
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN12083/SP9176/AL2014
Agency External ID: IN13871/SP2622/AL1146
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/01/16 | 08/28/16 | 12 | \$8,200.00 | \$6,970.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2016 | 12 | \$8,200.00 | \$6,970.00 | 0.00 |
| Totals | 12 | \$8,200.00 | \$6,970.00 | 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 | 42% | \$8,200.00 |
| Market | 100% | \$19,523.81 |

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 | 29% | \$5,661.90 |
| WXMI | 14% | \$2,733.33 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |
| WZZM | 15% | \$2,928.57 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|----------------|-------|----------------|---------|---------|-------|----------|-----|------|------|-------|----------|
| E 1 | WOOD | 08/22/16 | 08/22/16 | 6am Daybreak | CM | 6-7a | M----- | :15/:15 | 1 | \$450.00 | P3 | 0.00 | BK | 1 | \$450.00 |
| News 8 Daybreak Start Date: 08/22/16, End Date: 08/28/16, Weekdays: M-----, Spots/Week: 1, Rate: \$450.00, Rating: 0.00 | | | | | | | | | | | | | | | |
| E 2 | WOOD | 08/24/16 | 08/24/16 | 6am Daybreak | CM | 6-7a | --W---- | :15/:15 | 1 | \$450.00 | P3 | 0.00 | BK | 1 | \$450.00 |

Order / Rev: 915419
Alt Order #: 25263037
Flight Dates: 08/22/16 - 08/28/16

Advertiser: POL/American Petroleum Institute
Product Desc: RFS
Estimate: 1147

WOOD Grand Rapids

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------|-------------------|----------------|-------------|---------|---------------|------------|-----|------|--------|-------|------------|
| | | | | 6am Daybreak | | | | | | | | | | | |
| | | | | 6am Daybreak | | | | | | | | | | | |
| | | | | News 8 Daybreak | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 3 | WOOD | 08/26/16 | 08/26/16 | 6am Daybreak | CM | 6-7a | ----F-- | :15/:15 | 1 | \$450.00 | P3 | 0.00 | BK | 1 | \$450.00 |
| | | | | 6am Daybreak | | | | | | | | | | | |
| | | | | News 8 Daybreak | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 4 | WOOD | 08/23/16 | 08/23/16 | Today Show M-F | CM | 658-9a | -T----- | :15/:15 | 1 | \$600.00 | P3 | 0.00 | BK | 1 | \$600.00 |
| | | | | Today Show | | | | | | | | | | | |
| | | | | Today Show | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | -T----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 5 | WOOD | 08/22/16 | 08/22/16 | M-F 5p News | CM | 5-530p | M----- | :15/:15 | 1 | \$650.00 | P3 | 0.00 | BK | 1 | \$650.00 |
| | | | | M-F News 8 @5p | | | | | | | | | | | |
| | | | | News 8 At 5PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | M----- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 6 | WOOD | 08/24/16 | 08/24/16 | M-F 5p News | CM | 5-530p | --W---- | :15/:15 | 1 | \$650.00 | P3 | 0.00 | BK | 1 | \$650.00 |
| | | | | M-F News 8 @5p | | | | | | | | | | | |
| | | | | News 8 At 5PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | --W---- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 7 | WOOD | 08/25/16 | 08/25/16 | M-F 5p News | CM | 5-530p | ---T--- | :15/:15 | 1 | \$650.00 | P3 | 0.00 | BK | 1 | \$650.00 |
| | | | | M-F News 8 @5p | | | | | | | | | | | |
| | | | | News 8 At 5PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | ---T--- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 8 | WOOD | 08/23/16 | 08/23/16 | M-F 6p News | CM | 6-630p | -T----- | :15/:15 | 1 | \$1,000.00 | P3 | 0.00 | BK | 1 | \$1,000.00 |
| | | | | M-F News 8 @6p | | | | | | | | | | | |
| | | | | News 8 At 6PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | -T----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| E 9 | WOOD | 08/26/16 | 08/26/16 | M-F 6p News | CM | 6-630p | ----F-- | :15/:15 | 1 | \$1,000.00 | P3 | 0.00 | BK | 1 | \$1,000.00 |
| | | | | M-F News 8 @6p | | | | | | | | | | | |
| | | | | News 8 At 6PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | ----F-- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| E 10 | WOOD | 08/22/16 | 08/22/16 | LN M-F | CM | 11-1135p | M----- | :15/:15 | 1 | \$900.00 | P4 | 0.00 | BK | 1 | \$900.00 |
| | | | | M-F News 8 @ 11 | | | | | | | | | | | |
| | | | | News 8 At 11PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | M----- | 1 | | \$900.00 | | 0.00 | | | | | | |
| E 11 | WOOD | 08/24/16 | 08/24/16 | LN M-F | CM | 11-1135p | --W---- | :15/:15 | 1 | \$900.00 | P4 | 0.00 | BK | 1 | \$900.00 |
| | | | | M-F News 8 @ 11 | | | | | | | | | | | |
| | | | | News 8 At 11PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | --W---- | 1 | | \$900.00 | | 0.00 | | | | | | |
| E 12 | WOOD | 08/28/16 | 08/28/16 | Daybreak Sun @7am | CM | 658-8a | -----S | :15/:15 | 1 | \$500.00 | P3 | 0.00 | BK | 1 | \$500.00 |
| | | | | Daybreak Sun @7am | | | | | | | | | | | |
| | | | | News 8 Daybreak Sunday | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/22/16 | 08/28/16 | -----S | 1 | | \$500.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 12 | \$8,200.00 |