

# ORDER

**WFTS**

**Orders**

**Order / Rev:** 443734

Alt Order #: WOC11030829

Product Desc: Issue

Estimate: 6627

Flight Dates: 07/12/18 - 07/25/18

Original Date / Rev: 07/11/18 / 07/11/18

Order Type: GENERAL

Primary AE: Dan Driscoll

Sales Office: EWSDC

Sales Region: NAT

**Agency**

**Name:** Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Senate Majority PAC

Demographic: A35+

Product Codes: PL Non-Ballot Issue

Priority: P-3

Revenue Code 1: POL

Revenue Code 2: POL

Revenue Code 3: ISS

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/18	07/25/18	75	\$71,175.00	\$60,498.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	75	\$71,175.00	\$60,498.75	0.00
<b>Totals</b>	<b>75</b>	<b>\$71,175.00</b>	<b>\$60,498.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Driscoll			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
E 1	WFTS	07/12/18	07/25/18	M-F 5-530am News M-F 5-530am News (Program: Good Morning Tampa Bay 5A)3Q 2018 Estimate (sell)	CM	5-530am	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/12/18		07/12/18	07/18/18	MTWTF--					1	\$200.00		0.00			
Week: 07/19/18		07/19/18	07/25/18	MTWTF--					1	\$200.00		0.00			
E 2	WFTS	07/12/18	07/25/18	M-F 530-6am News M-F 530-6am News (Program: Good Morning Tampa Bay 5:30A)3Q 2018 Estimate (sell)	CM	530-6am	MTWTF--	:30	1	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/12/18		07/12/18	07/18/18	MTWTF--					1	\$275.00		0.00			
Week: 07/19/18		07/19/18	07/25/18	MTWTF--					2	\$275.00		0.00			
E 3	WFTS	07/12/18	07/25/18	M-F 6-7am News M-F 6-7am News (Program: Good Morning Tampa Bay 6A)3Q 2018 Estimate (sell)	CM	6-7am	MTWTF--	:30	2	\$550.00	P-3	0.00	NM	4	\$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: 07/12/18		07/12/18	07/18/18	MTWTF--					2	\$550.00		0.00			
Week: 07/19/18		07/19/18	07/25/18	MTWTF--					2	\$550.00		0.00			
E 4	WFTS	07/12/18	07/25/18	M-F 7-9am GMA M-F 7-9am GMA (Program: Good Morning America)3Q 2018 Estimate (sell)	CM	7-9am	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/12/18		07/12/18	07/18/18	MTWTF--					4	\$850.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WFTS	07/12/18	07/25/18	M-F 7-9am GMA M-F 7-9am GMA (Program: Good Morning America)3Q 2018 Estimate (sell)	CM	7-9am	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/19/18 07/25/18 MTWTF-- 4 \$850.00 0.00															
E 5	WFTS	07/12/18	07/25/18	M-F 9-10am News M-F 9-10am News (Program: ABC Action News 9A)3Q 2018 Estimate (sell)	CM	9-10am	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	4	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 2 \$250.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 2 \$250.00 0.00															
E 6	WFTS	07/12/18	07/25/18	M-F 11am-12pm M-F 11am-12pm (Program: The View)3Q 2018 Estimate (sell)	CM	11am-12pm	MTWTF--	:30	2	\$475.00	P-3	0.00	NM	4	\$1,900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 2 \$475.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 2 \$475.00 0.00															
E 7	WFTS	07/12/18	07/25/18	M-F 1-2pm M-F 1-2pm (Program: The Chew)3Q 2018 Estimate (sell)	CM	1-2pm	MTWTF--	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 1 \$450.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 1 \$450.00 0.00															
E 8	WFTS	07/12/18	07/25/18	M-F 2-3pm M-F 2-3pm (Program: General Hospital)3Q 2018 Estimate (sell)	CM	2-3pm	MTWTF--	:30	1	\$750.00	P-3	0.00	NM	3	\$2,250.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 1 \$750.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 2 \$750.00 0.00															
E 9	WFTS	07/12/18	07/25/18	M-F 5-530pm News M-F 5-530pm News (Program: ABC Action News 5P)3Q 2018 Estimate (sell)	CM	5-530pm	MTWTF--	:30	1	\$700.00	P-3	0.00	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 1 \$700.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 1 \$700.00 0.00															
E 10	WFTS	07/12/18	07/25/18	M-F 530-6pm News M-F 530-6pm News (Program: ABC Action News 530P)3Q 2018 Estimate (sell)	CM	530-6pm	MTWTF--	:30	1	\$750.00	P-3	0.00	NM	3	\$2,250.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 1 \$750.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 2 \$750.00 0.00															
E 11	WFTS	07/12/18	07/25/18	M-F 6-630pm News M-F 6-630pm News (Program: ABC Action News 6P M-F)3Q 2018 Estimate (sell)	CM	6-630pm	MTWTF--	:30	2	\$950.00	P-3	0.00	NM	5	\$4,750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 2 \$950.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 3 \$950.00 0.00															
E 12	WFTS	07/12/18	07/25/18	M-F 7-730pm M-F 7-730pm (Program: Inside Edition)3Q 2018 Estimate (sell)	CM	7-730pm	MTWTF--	:30	2	\$750.00	P-3	0.00	NM	5	\$3,750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 2 \$750.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 3 \$750.00 0.00															
E 13	WFTS	07/12/18	07/25/18	M-F 730-8pm M-F 730-8pm (Program: The List)3Q 2018 Estimate (sell)	CM	730-8pm	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/12/18 07/18/18 MTWTF-- 1 \$600.00 0.00 Week: 07/19/18 07/25/18 MTWTF-- 1 \$600.00 0.00															
E 14	WFTS	07/12/18	07/25/18	Jimmy Kimmel 1135pm Jimmy Kimmel 1135pm (Program: Jimmy Kimmel)3Q 2018 Estimate (sell)	CM	1135pm-1237am	MTWTF--	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00

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E 14	WFTS	07/12/18	07/25/18	Jimmy Kimmel 1135pm Jimmy Kimmel 1135pm (Program: Jimmy Kimmel)3Q 2018 Estimate (sell)	CM	1135pm-1237am	MTWTF--	:30	1	\$300.00	P-3	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: 07/12/18	07/18/18	MTWTF--					1	\$300.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					1	\$300.00		0.00			
E 15	WFTS	07/12/18	07/25/18	Nightline 1235am Nightline 1235am (Program: Nightline)3Q 2018 Estimate (sell)	CM	1238-107am	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	MTWTF--					1	\$200.00		0.00			
		Week: 07/19/18	07/25/18	MTWTF--					1	\$200.00		0.00			
E 16	WFTS	07/12/18	07/25/18	M-SU 11-1135pm M-SU 11-1135pm (Program: ABC Action News 11P M-Su)3Q 2018 Estimate (sell)	CM	11-1135pm	MTWTFSS	:30	2	\$675.00	P-3	0.00	NM	4	\$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: 07/12/18	07/18/18	MTWTFSS					2	\$675.00		0.00			
		Week: 07/19/18	07/25/18	MTWTFSS					2	\$675.00		0.00			
E 17	WFTS	07/12/18	07/23/18	8-10p Bachelor/Bachelorette 8-10p Bachelor/Bachelorette (Program: Bachelorette)3Q 2018 Estimate (sell)	CM	8-10pm	M-----	:30	1	\$4,500.00	P-3	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	M-----					1	\$4,500.00		0.00			
		Week: 07/19/18	07/25/18	M-----					1	\$4,500.00		0.00			
E 18	WFTS	07/19/18	07/24/18	Tuesday Prime C Tuesday Prime C (Program: The Last Defense)3Q 2018 Estimate (sell)	CM	10-11pm	-T-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$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: 07/19/18	07/25/18	-T-----					1	\$2,500.00		0.00			
E 19	WFTS	07/12/18	07/18/18	ESPY Awards ESPY Awards (Program: ESPY Awards)3Q 2018 Estimate (sell)	CM	8-11p (8:00 PM-11:00 PM)	--W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	--W----					1	\$5,000.00		0.00			
E 20	WFTS	07/12/18	07/19/18	Thursday Prime A Thursday Prime A (Program: Gong Show)3Q 2018 Estimate (sell)	CM	8-9pm	---T---	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	---T---					1	\$1,600.00		0.00			
		Week: 07/19/18	07/25/18	---T---					1	\$1,600.00		0.00			
E 21	WFTS	07/12/18	07/19/18	Thursday Prime B Thursday Prime B (Program: Match Game)3Q 2018 Estimate (sell)	CM	9-10pm	---T---	:30	1	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/12/18	07/18/18	---T---					1	\$2,200.00		0.00			
		Week: 07/19/18	07/25/18	---T---					1	\$2,200.00		0.00			
E 22	WFTS	07/12/18	07/21/18	SA 8-9am GMA SA 8-9am GMA (Program: GMA Saturday)3Q 2018 Estimate (sell)	CM	8-9am	-----S-	:30	1	\$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: 07/12/18	07/18/18	-----S-					1	\$525.00		0.00			
		Week: 07/19/18	07/25/18	-----S-					1	\$525.00		0.00			
E 23	WFTS	07/12/18	07/21/18	SA 9-10am News SA 9-10am News (Program: Good Morning Tampa Bay Sat 9A)3Q 2018 Estimate (sell)	CM	9-10am	-----S-	:30	1	\$300.00	P-3	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: 07/12/18	07/18/18	-----S-					1	\$300.00		0.00			
		Week: 07/19/18	07/25/18	-----S-					1	\$300.00		0.00			
E 24	WFTS	07/12/18	07/22/18	SU 8-9am News SU 8-9am News (Program: Good Morning Tampa Bay Sun 8A)3Q 2018 Estimate (sell)	CM	8-9am	-----S	:30	1	\$300.00	P-3	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>			

