

Northland Television, LLC - WJFW-12



Order

Orig. Date: 10/04/2016 **Advertiser:** PATRICK SNYDER FOR STATE REP **Acct. Exec.:** HRP - WASHINGTON DC **Price Type:**
Order Date: 10/31/2016 **Product:** PATRICK SNYDER FOR STATE REP **Est. Code:** 8408824 **Revenue Type:** Default
Start Date: 11/02/2016 **Pri. Prod. Category:** POLITICAL **Billing Cycle:** Broadcast Month **Billing Type:** Regular
End Date: 11/13/2016 **Sec. Prod. Category:** POLITICAL **Order Class:** National **Order Type:** Political
Spot Type: Local

Agency Information **Special Instructions:**
 Name: OPTIMUS CONSULTING
 Address: 1100 H STREET N.W. 11TH FLOOR
 WASHINGTON DC 20005
 Contact: BUYER.

Revision: 2
 BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SM: Spots per week
 Fax: 8408824
 Phone:

Line#	Ordered As	Station	BB MI MG	Length	Flight Start	End Time	Start	End	GE	S/W	Cost per spot	Spots	Ext. Cost	B/P	M	T	W	T	F	S	S
1	JEOPARDY W/ TERMINAL	WJFW - NBC 12		:30	11/02/16	11/04/16	4:30PM	4:59PM		3	\$150.00	3	\$450.00								
2	JEOPARDY W/ TERMINAL	WJFW - NBC 12		:30	11/07/16	11/08/16	4:30PM	4:59PM		1	\$150.00	1	\$150.00								
3	WHEEL OF FORTUNE	WJFW - NBC 12		:30	11/02/16	11/04/16	6:30PM	7:00PM		3	\$400.00	3	\$1,200.00								
4	WHEEL OF FORTUNE	WJFW - NBC 12		:30	11/07/16	11/08/16	6:30PM	7:00PM		1	\$400.00	1	\$400.00								
7	TODAY SHOW	WJFW - NBC 12		:30	11/02/16	11/04/16	7:00AM	9:00AM		2	\$75.00	2	\$150.00								
8	TODAY SHOW	WJFW - NBC 12		:30	11/07/16	11/08/16	7:00AM	9:00AM		2	\$75.00	2	\$150.00								

10/31/2016 4:06:37 PM **2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS**
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Order #: 37676

Revision: 2

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SMV: Spots per week

Line#	Ordered As	Station	BB MI MG	Length	Flight: Start - End	Time: Start - End	Log	GE	S / W	Cost per spot	Spots	Ext. Cost	B / P	M	T	W	T	F	S	S
Combo Title					Flight Detail					Comment										
9	PEOPLES COURT #2	WJFW - NBC 12		:30	11/02/16 11/04/16	2:00PM 3:00PM	Master		2	\$90.00 people	2	\$180.00								
10	PEOPLES COURT #2	WJFW - NBC 12		:30	11/07/16 11/08/16	2:00PM 3:00PM	Master		2	\$90.00 people	2	\$180.00								
11	AFTERNOON ROTATOR	WJFW - NBC 12		:30	11/02/16 11/04/16	3:00PM 4:00PM	Master		3	\$90.00 PAWN STARS	3	\$270.00								
12	AFTERNOON ROTATOR	WJFW - NBC 12		:30	11/07/16 11/08/16	3:00PM 4:00PM	Master		2	\$90.00 PAWN STARS	2	\$180.00								
13	Morning News 5a-7a	WJFW - NBC 12		:30	11/02/16 11/04/16	5:30AM 7:00AM	Master		2	\$50.00	2	\$100.00								
14	Morning News 5a-7a	WJFW - NBC 12		:30	11/07/16 11/08/16	5:30AM 7:00AM	Master		2	\$50.00	2	\$100.00								
16	NEWSWATCH 12 6P NEW	WJFW - NBC 12		:30	11/02/16 11/02/16	5:59PM 6:30PM	Master		1	\$250.00	1	\$250.00								
17	NEWSWATCH 12 6P NEW	WJFW - NBC 12		:30	11/07/16 11/07/16	5:59PM 6:30PM	Master		1	\$250.00	1	\$250.00								
18	TODAY SHOW III 7-11A	WJFW - NBC 12		:30	11/02/16 11/03/16	9:00AM 11:00AM	Master		2	\$75.00	2	\$150.00								
19	TODAY SHOW III 7-11A	WJFW - NBC 12		:30	11/07/16 11/08/16	9:00AM 11:00AM	Master		2	\$75.00	2	\$150.00								
20	NEWSWATCH 12 5 P NEW	WJFW - NBC 12		:30	11/07/16 11/07/16	4:59PM 5:30PM	Master		1	\$250.00	1	\$250.00								

Pattern

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Pattern

Line#	Ordered As	Station	BB MI MG	Length	Flight: Start - End	Time: Start - End	Log	GE	S / W	Cost per spot	Spots	Ext. Cost	B / P	M	T	W	T	F	S	S
Combo Title					Flight Detail					Comment										
32	DAYS OF OUR LIVES	WJFW - NBC 12		:30	11/02/16 11/04/16	12:00PM 1:00PM	Master		3	\$100.00	3	\$300.00								
33	DAYS OF OUR LIVES	WJFW - NBC 12		:30	11/07/16 11/08/16	12:00PM 1:00PM	Master		1	\$100.00	1	\$100.00		X	X					
34	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	11/02/16 11/04/16	10:00PM 10:34PM	Master		3	\$300.00	3	\$900.00				1	1	1		
35	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	11/07/16 11/08/16	10:00PM 10:34PM	Master		1	\$300.00	1	\$300.00		X	X					
36	JEOPARDY II	WJFW - NBC 12		:30	11/02/16 11/04/16	1:30PM 2:00PM	Master		3	\$90.00	3	\$270.00				1	1	1		
37	JEOPARDY II	WJFW - NBC 12		:30	11/07/16 11/08/16	1:30PM 2:00PM	Master		2	\$90.00	2	\$180.00		1	1					
38	EARLY TODAY 5A	WJFW - NBC 12		:30	11/02/16 11/04/16	5:00AM 5:29AM	Master		3	\$55.00	3	\$165.00				1	1	1		
39	EARLY TODAY 5A	WJFW - NBC 12		:30	11/07/16 11/08/16	5:00AM 5:29AM	Master		1	\$55.00	1	\$55.00		X	X					
40	NEWS 35 MIN	WJFW - NBC 12		:30	11/06/16 11/06/16	10:30PM 11:05PM	Master		1	\$300.00	1	\$300.00								X
41	SUNDAY TODAY SHOW 1HR	WJFW - NBC 12		:30	11/06/16 11/06/16	7:00AM 8:00AM	Master		1	\$80.00	1	\$80.00								X
42	SATURDAY TODAY 2 HR	WJFW - NBC 12		:30	11/05/16 11/05/16	6:00AM 8:00AM	Master		1	\$75.00	1	\$75.00								X

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Line# Ordered As Combo Title Station Flight Detail Length Start - End Time: Start - End Log GE S/W Cost per spot Spots Ext. Cost B/P M T W T F S S

Line#	Ordered As	Combo Title	Station	Flight Detail	Length	Start - End Time: Start - End	Log	GE	S/W	Cost per spot	Spots	Ext. Cost	B/P	M	T	W	T	F	S	S	
43	DATELINE NBC 2HRB		WJFW - NBC 12		:30	11/05/16 11/05/16 7:00PM 9:00PM	Master		1	\$200.00	1	\$200.00								X	
44	THE VOICE 2HR 2		WJFW - NBC 12		:30	11/07/16 11/07/16 7:00PM 9:00PM	Master		1	\$900.00	1	\$900.00	X								
45	BLINDSPOT		WJFW - NBC 12		:30	11/02/16 11/02/16 7:00PM 8:00PM	Master		1	\$500.00	1	\$500.00				X					
46	DATELINE NBC 2HR 9P		WJFW - NBC 12		:30	11/04/16 11/04/16 9:00PM 10:00PM	Master		1	\$450.00	1	\$450.00							X		
47	OPEN HOUSE		WJFW - NBC 12		:30	11/06/16 11/06/16 5:00AM 5:30AM	Master		1	\$50.00	1	\$50.00									X
48	Prime 7-8		WJFW - NBC 12		:30	11/03/16 11/03/16 7:00PM 7:59PM	Master		1	\$450.00	1	\$450.00					X				
49	CAUGHT ON CAMERA WITH NICK CANNON		WJFW - NBC 12		:30	11/04/16 11/04/16 7:00PM 8:00PM	Master		1	\$450.00	1	\$450.00							X		
50	LAW AND ORDER SUV 1		WJFW - NBC 12		:30	11/02/16 11/02/16 8:00PM 9:00PM	Master		1	\$700.00	1	\$700.00					X				
51	DATELINE NBC 2HR 9P		WJFW - NBC 12		:30	11/04/16 11/04/16 8:00PM 10:00PM	Master		1	\$450.00	1	\$450.00							X		

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Total Cost Monthly Breakouts

Month(s)	Amount
November (2016)	\$13,310.00
Total:	\$13,310.00

Spots	Cost	Gross Cost:
Pre-Empted: 0	\$0.00	- Agency
Credited: 0	\$0.00	Commission:
Billboards: 0		Net Cost:
Total :	74	\$11,313.50

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, WJFW/ATV will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or ethnicity.

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