

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

Name: OPTIMUS CONSULTING
Address: 1100 H STREET N.W. 11TH FLOOR
 WASHINGTON DC 20005
Contact: BUYER.

Fax:

Phone:

8408824

Special Instructions:

Order #: 37676 **Revision:** 2

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

Line#	Ordered As	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	Pattern
Combo Title	Station			Flight Detail						Log		Comment									
1	JEOPARDY W/ TERMINAL		:30	11/02/16	11/04/16	4:30PM	4:59PM		3	\$150.00	3	\$450.00				1	1				
	WJFW - NBC 12						Master														
2	JEOPARDY W/ TERMINAL		:30	11/07/16	11/08/16	4:30PM	4:59PM		1	\$150.00	1	\$150.00			1						
	WJFW - NBC 12						Master														
3	WHEEL OF FORTUNE		:30	11/02/16	11/04/16	6:30PM	7:00PM		3	\$400.00	3	\$1,200.00				1	1	1	1		
	WJFW - NBC 12						Master														
4	WHEEL OF FORTUNE		:30	11/07/16	11/08/16	6:30PM	7:00PM		1	\$400.00	1	\$400.00			1	1					
	WJFW - NBC 12						Master														
7	TODAY SHOW		:30	11/02/16	11/04/16	7:00AM	9:00AM		2	\$75.00	2	\$150.00				1	1	1	1		
	WJFW - NBC 12						Master														
8	TODAY SHOW		:30	11/07/16	11/08/16	7:00AM	9:00AM		2	\$75.00	2	\$150.00				1	1				
	WJFW - NBC 12						Master														

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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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			1	1	1	1		
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			1	1				
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			1	1	1	1		
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			1	1				
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			1	1	1	1		
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			1	1				
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				1				
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			1					
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				1	1	1		
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			1	1				
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			X					

Pattern

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Line#	Ordered As	Station	Length	Flight: Start - End	Time: Start - End	GE	S / W	Cost per spot	Spots	Ext. Cost	B / P	Pattern
Combo Title				Flight Detail	Log			Comment				
21	NEWSWATCH 12 5 P NEW	WJFW - NBC 12	:30	11/02/16 11/02/16	4:59PM 5:30PM		1	\$250.00	1	\$250.00		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
22	UP NORTH @ 4	WJFW - NBC 12	:30	11/07/16 11/07/16	4:00PM 4:30PM		1	\$100.00	1	\$100.00		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
23	UP NORTH @ 4	WJFW - NBC 12	:30	11/02/16 11/02/16	4:00PM 4:30PM		1	\$100.00	1	\$100.00		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
24	NEWSWATCH 12 5 P NEW	WJFW - NBC 12	:30	11/04/16 11/04/16	4:59PM 5:30PM		1	\$250.00	1	\$250.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
					Master							
25	NEWSWATCH 12 WEEKEND	WJFW - NBC 12	:30	11/05/16 11/05/16	10:00PM 10:29PM		1	\$200.00	1	\$200.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
					Master							
26	WHEEL OF FORTUNE SATURDAY	WJFW - NBC 12	:30	11/05/16 11/05/16	6:30PM 7:00PM		1	\$125.00	1	\$125.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
					Master							
27	NEWSWATCH 12 5 P NEW	WJFW - NBC 12	:30	11/03/16 11/03/16	4:59PM 5:30PM		1	\$250.00	1	\$250.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
28	UP NORTH @ 4	WJFW - NBC 12	:30	11/04/16 11/04/16	4:00PM 4:30PM		1	\$100.00	1	\$100.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
					Master							
29	UP NORTH @ 4	WJFW - NBC 12	:30	11/03/16 11/03/16	4:00PM 4:30PM		1	\$100.00	1	\$100.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
30	NW12 AT 11	WJFW - NBC 12	:30	11/02/16 11/04/16	10:59AM 11:30AM		3	\$100.00	3	\$300.00		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							
31	NW12 AT 11	WJFW - NBC 12	:30	11/07/16 11/08/16	10:59AM 11:30AM		1	\$100.00	1	\$100.00		<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
					Master							

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Line# Ordered As 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

Combo Title	Station	Flight Detail	Log	Comment	Spots	Ext. Cost	Pattern
43 DATELINE NBC 2HRB	WJFW - NBC 12	:30 11/05/16 11/05/16 7:00PM 9:00PM	Master	\$200.00	1	\$200.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
44 THE VOICE 2HR 2	WJFW - NBC 12	:30 11/07/16 11/07/16 7:00PM 9:00PM	Master	\$900.00	1	\$900.00	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
45 BLINDSPOT	WJFW - NBC 12	:30 11/02/16 11/02/16 7:00PM 8:00PM	Master	\$500.00	1	\$500.00	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
46 DATELINE NBC 2HR 9P	WJFW - NBC 12	:30 11/04/16 11/04/16 9:00PM 10:00PM	Master	\$450.00	1	\$450.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
47 OPEN HOUSE	WJFW - NBC 12	:30 11/06/16 11/06/16 5:00AM 5:30AM	Master	\$50.00	1	\$50.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
48 Prime 7-8	WJFW - NBC 12	:30 11/03/16 11/03/16 7:00PM 7:59PM	Master	\$450.00	1	\$450.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
49 CAUGHT ON CAMERA WITH NICK CANNON	WJFW - NBC 12	:30 11/04/16 11/04/16 7:00PM 8:00PM	Master	\$450.00	1	\$450.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
50 LAW AND ORDER SUV 1	WJFW - NBC 12	:30 11/02/16 11/02/16 8:00PM 9:00PM	Master	\$700.00	1	\$700.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
51 DATELINE NBC 2HR 9P	WJFW - NBC 12	:30 11/04/16 11/04/16 8:00PM 10:00PM	Master	\$450.00	1	\$450.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

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Order

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		
Total : 74		Net Cost: \$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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