

ORDER

Orders
Order / Rev: 638178
Alt Order #:
Product Desc: AUSLEY FOR FLORIDA HOUSE
Estimate: 2506
Flight Dates: 10/10/16 - 10/16/16
Original Date / Rev: 10/03/16 / 10/03/16
Order Type: GENERAL

Primary AE: House House-Tally WTWC
Sales Office: LWTWC
Sales Region: LOC

Agency
Name: Screen Strategies Media-Fairfax
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd Ste 505
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Lorraine Ausley for Florida House-D
Demographic: A25-54
Product Codes: Political Candidate
Priority: Pol4
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 88238
Agency External ID: 8114
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/10/16	10/16/16	51	\$5,695.00	\$4,840.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	51	\$5,695.00	\$4,840.75	0.00
Totals	51	\$5,695.00	\$4,840.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tally WTWC	LWTWC	LOC	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	WTWC	10/10/16	10/16/16	M-F 7a-9a/Today Show TODAY SHOW	CM	7a-9a	MTWTF--	:30	5	\$80.00	Pol3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	MTWTF--		5			\$80.00		0.00				
N 2	WTWC	10/10/16	10/16/16	Sa Today Show SATURDAY TODAY	CM	7a-9a	-----S-	:30	1	\$15.00	Pol4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	-----S-		1			\$15.00		0.00				
N 3	WTWC	10/10/16	10/16/16	Su Today Show SUNDAY TODAY	CM	8a-9a	-----S	:30	1	\$15.00	Pol4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	-----S		1			\$15.00		0.00				
N 4	WTWC	10/11/16	10/16/16	M-F 9a-10a/Today Show TODAY SHOW	CM	9a-10a	-T--F--	:30	2	\$35.00	Pol3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	-T--F--		2			\$35.00		0.00				
N 5	WTWC	10/10/16	10/12/16	M-F 10a-11a/Today Sh TODAY SHOW	CM	10a-11a	M-W----	:30	2	\$35.00	Pol3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	M-W----		2			\$35.00		0.00				
N 6	WTWC	10/13/16	10/13/16	M-F 11a-12p RACHAEL RAY	CM	11a-12p	---T---	:30	1	\$15.00	Pol4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/16	10/16/16	---T---		1			\$15.00		0.00				

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Advertiser: Lorraine Ausley for Florida House-D
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WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WTWC	10/14/16	10/14/16	M-F 12p-1p JUDGE MATHIS	CM	12p-1p	----F--	:30	1	\$25.00	Pol4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	----F--					1	\$25.00		0.00			
N 8	WTWC	10/11/16	10/11/16	Days of Our Lives Days of Our Lives	CM	1p-2p	-T-----	:30	1	\$20.00	Pol4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----					1	\$20.00		0.00			
N 9	WTWC	10/10/16	10/12/16	M-F 2p-3p MAURY	CM	2p-3p	M-W----	:30	2	\$50.00	Pol3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	M-W----					2	\$50.00		0.00			
N 10	WTWC	10/10/16	10/16/16	M-F 3p-4p STEVE HARVEY	CM	3p-4p	MTWTF--	:30	5	\$45.00	Pol4	0.00	NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					5	\$45.00		0.00			
N 11	WTWC	10/11/16	10/16/16	M-F 4p-5p ELLEN	CM	4p-5p	-T-TF--	:30	3	\$75.00	Pol3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-TF--					3	\$75.00		0.00			
N 12	WTWC	10/10/16	10/13/16	M-F 5p-6p DR PHIL	CM	5p-6p	M-WT---	:30	3	\$95.00	Pol3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	M-WT---					3	\$95.00		0.00			
N 13	WTWC	10/10/16	10/16/16	M-F NBC Nightly News NBC Nightly News	CM	630p-7p	MTWTF--	:30	5	\$200.00	Pol3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					5	\$200.00		0.00			
N 14	WTWC	10/16/16	10/16/16	Sa-Su Nightly News NBC NIGHTLY NEWS	CM	630p-7p	-----S	:30	1	\$210.00	Pol3	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$210.00		0.00			
N 15	WTWC	10/11/16	10/16/16	M-F 6p-630p FAMILY FEUD	CM	6p-630p	-TW-F--	:30	3	\$220.00	Pol2	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TW-F--					3	\$220.00		0.00			
N 16	WTWC	10/10/16	10/13/16	M-F 7p-730p ENTERTAINMENT 2NITE	CM	7p-730p	MT-T---	:30	3	\$155.00	Pol2	0.00	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MT-T---					3	\$155.00		0.00			
N 17	WTWC	10/10/16	10/16/16	M-F 730p-8p FAMILY FEUD	CM	730p-8p	M-W-F--	:30	3	\$210.00	Pol2	0.00	NM	3	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	M-W-F--					3	\$210.00		0.00			
N 18	WTWC	10/10/16	10/16/16	Monday Prime Specials THE VOICE	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$255.00	Pol4	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	M-----					1	\$255.00		0.00			
N 19	WTWC	10/10/16	10/16/16	Tuesday Prime B THIS IS US	CM	9p-10p	-T-----	:30	1	\$275.00	Pol3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----					1	\$275.00		0.00			
N 20	WTWC	10/10/16	10/16/16	Wednesday Prime C CHICAGO PD	CM	10p-11p	--W----	:30	1	\$105.00	Pol4	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--W----					1	\$105.00		0.00			
N 21	WTWC	10/10/16	10/16/16	Thursday Prime A2 THE GOOD PLACE	CM	830p-9p	---T---	:30	1	\$130.00	Pol4	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$130.00		0.00			

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WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	WTWC	10/10/16	10/16/16	Thursday Prime A2 THE GOOD PLACE	CM	830p-9p	---T---	:30	1	\$130.00	Pol4	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/10/16	10/16/16	---T---		1			\$130.00			0.00			
N 22	WTWC	10/10/16	10/16/16	Thursday Prime C THE BLACKLIST	CM	10p-11p	---T---	:30	1	\$320.00	Pol4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/10/16	10/16/16	---T---		1			\$320.00			0.00			
N 23	WTWC	10/10/16	10/16/16	Tonight Show Tonight Show	CM	1135p-1236a	MT-TF--	:30	4	\$45.00	Pol3	0.00	NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/10/16	10/16/16	MT-TF--		4			\$45.00			0.00			
Totals														51	\$5,695.00

Ausley for Florida House

C038178



Station	WTWC-TV	Buyer	Caroline Bahng
Market	Tallahassee	Email	caroline@screenstrategies.com
Flight Dates	10/10/2016 - 10/16/2016 Revised (Est. 2506)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$80.00 \$400.00	1	1	1	1	1			5
Sold Out: Lowest Rate to Clear per WTWC											
Saturday Today 7:00 AM - 9:00 AM	EM	Sa 30	\$15.00 \$15.00						1		1
Sunday Today 8:00 AM - 9:00 AM	EM	Su 30	\$15.00 \$15.00							1	1
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$35.00 \$70.00		1			1			2
Sold Out: Lowest Rate to Clear per WTWC											
Today III 10:00 AM - 11:00 AM	DT	M-F 30	\$35.00 \$70.00	1		1					2
Sold Out: Lowest Rate to Clear per WTWC											
Rachael Ray 11:00 AM - 12:00 PM	DT	M-F 30	\$15.00 \$15.00				1				1
Judge Mathis 12:00 PM - 1:00 PM	DT	M-F 30	\$25.00 \$25.00					1			1
Days of Our Lives 1:00 PM - 2:00 PM	DT	M-F 30	\$20.00 \$20.00		1						1
Maury Povich 2:00 PM - 3:00 PM	DT	M-F 30	\$50.00 \$100.00	1		1					2
Sold Out: Lowest Rate to Clear per WTWC											
Steve Harvey 3:00 PM - 4:00 PM	EF	M-F 30	\$45.00 \$225.00	1	1	1	1	1			5
Sold Out: Lowest Rate to Clear per WTWC											

Ausley for Florida House



Station	WTWC-TV	Buyer	Caroline Bahng
Market	Tallahassee	Email	caroline@screenstrategies.com
Flight Dates	10/10/2016 - 10/16/2016 Revised (Est. 2506)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Ellen 4:00 PM - 5:00 PM	EF	M-F 30	\$75.00 \$225.00		1		1	1			3
Sold Out: Lowest Rate to Clear per WTWC											
Dr. Phil 5:00 PM - 6:00 PM	EF	M-F 30	\$95.00 \$285.00	1		1	1				3
Sold Out: Lowest Rate to Clear per WTWC											
NBC Nightly News 6:30 PM - 7:00 PM	EN	M-F 30	\$200.00 \$1,000.00	1	1	1	1	1			5
Sold Out: Lowest Rate to Clear per WTWC											
NBC Nightly News 6:30 PM - 7:00 PM	EN	Su 30	\$210.00 \$210.00							1	1
Sold Out: Lowest Rate to Clear per WTWC											
Family Feud 6:00 PM - 6:30 PM	PA	M-F 30	\$220.00 \$660.00		1	1		1			3
Sold Out: Lowest Rate to Clear per WTWC											
Ent Tonight 7:00 PM - 7:30 PM	PA	M-F 30	\$155.00 \$465.00	1	1		1				3
Sold Out: Lowest Rate to Clear per WTWC											
Family Feud 7:30 PM - 8:00 PM	PA	M-F 30	\$210.00 \$630.00	1		1		1			3
Sold Out: Lowest Rate to Clear per WTWC											
The Voice 8:00 PM - 10:00 PM	PT	M 30	\$255.00 \$255.00	1							1
This is Us 9:00 PM - 10:00 PM	PT	Tu 30	\$275.00 \$275.00		1						1
Chicago PD 10:00 PM - 11:00 PM	PT	W 30	\$105.00 \$105.00			1					1

Ausley for Florida House



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Market	Tallahassee	Email	caroline@screenstrategies.com	
Flight Dates	10/10/2016 - 10/16/2016 Revised (Est. 2506)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
The Good Place 8:30 PM - 9:00 PM	PT	Th 30	\$130.00 \$130.00				1				1
The Blacklist 10:00 PM - 11:00 PM	PT	Th 30	\$320.00 \$320.00				1				1
Tonight Show 11:35 PM - 12:35 AM	LF	M-F 30	\$45.00 \$180.00	1	1		1	1			4
Sold Out: Lowest Rate to Clear per WTWC											
Station Totals			\$5,695.00	10	10	9	10	9	1	2	51