



WTIC-TV

ORDER

Print Date 11/27/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 399218-2

Original Date / Revision
10/17/12 10/19/12

Advertiser LMcMahon/Republican/ Sen.

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Product
LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1514

Alt Order # 06380519

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive

Jordan Johannessen

Account Executive Order% Start Date End Date

Jordan Johannessen 100%

Order Share 21% Market Value 135357

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	40607
4WVIT	25%	33839
5WTNH	23%	31132
6WCTX	1%	1353
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	30	\$21,930.00	\$25,800.00	0.00	10/01/12	10/28/12	30	\$21,930.00	\$25,800.00
November 2012	5	\$2,231.25	\$2,625.00	0.00	10/29/12	10/29/12	5	\$2,231.25	\$2,625.00
Totals	35	\$24,161.25	\$28,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	10/25/12	10/25/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---1---	:30	1	\$275.00	01	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: 10/22/12	10/28/12	---1---					1	\$275.00		0.00			
E 2	61	10/23/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-TWTF--	:30	4	\$275.00	01	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$275.00		0.00			
E 3	61	10/24/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--WTF--	:30	3	\$175.00	01	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$175.00		0.00			
E 4	61	10/23/12	10/26/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-TWTF--	:30	4	\$200.00	01	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$200.00		0.00			



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Contract / Revision 399218- 2 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/19/12

Order Sep 00:15:00

Advertiser LMcMahon/Republican/ Sen Product LINDA MCMAHON 4 SEN Estimate # 1514

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-TWTF--	:30	4	\$300.00	01	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$300.00		0.00				
E 6	61	10/23/12	10/23/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-1-----	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-1-----			1		\$950.00		0.00				
E 7	61	10/26/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	----1--	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--			1		\$950.00		0.00				
E 8	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	-TWTF--	:30	4	\$1,400.00	01	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,400.00		0.00				
E 9	61	10/23/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	-TWTF--	:30	4	\$375.00	01	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$375.00		0.00				
10	61	10/24/12	10/24/12	Wed Prime Rotator X-Factor	CM	8p-10p	--3----	:30	3	\$4,000.00	01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--3----			3		\$4,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	10/22/12-10/28/12		Wed Prime Rotator		8p-10p	--W-----	:30		(\$4,000.00)		0.00	NM		
Credited															
2	61	10/22/12-10/28/12		Wed Prime Rotator		8p-10p	--W-----	:30		(\$4,000.00)		0.00	NM		
Credited															
3	61	10/22/12-10/28/12		Wed Prime Rotator		8p-10p	--W-----	:30		(\$4,000.00)		0.00	NM		
Credited															
E 11	61	10/27/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$900.00		0.00				
E 12	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$275.00	01	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:		10/29/12	11/04/12	1-----			1		\$275.00		0.00				
E 13	61	10/29/12	10/29/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----			1		\$200.00		0.00				
E 14	61	10/29/12	10/29/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----			1		\$375.00		0.00				
E 15	61	10/29/12	10/29/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----			1		\$1,400.00		0.00				



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Contract / Revision **399218- 2** Flight Dates **10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision 10/17/12/ 10/19/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1514**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	61	10/29/12	10/29/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$375.00		0.00					
E 17	61	10/24/12	10/24/12	World Series on FOX World Series	CM	730p-11p	--2----	:30	2	\$5,000.00	03	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--2----	2		\$5,000.00		0.00					
E 18	61	10/26/12	10/26/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----1--	:30	1	\$2,000.00	01	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$2,000.00		0.00					
													Totals	35 \$28,425.00