



WTIC-TV

## ORDER

Print Date 08/14/12

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Flight Dates 08/15/12-08/20/12

Contract / Revision 379660 / LINDA MCMAHON 4 SENA

Original Date / Revision 08/14/12 08/14/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Product

LINDA MCMAHON 4 SENA

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 # 1214

Alt Order # 06277331

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 02

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 17% Market Value 219235

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	43%	94271
4WVIT	19%	41654
5WTNH	21%	46039
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	49	\$31,679.50	\$37,270.00	0.00	07/30/12	08/20/12	49	\$31,679.50	\$37,270.00
Totals	49	\$31,679.50	\$37,270.00	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	08/15/12	08/15/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-- 1----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-- 1----		1		\$150.00		0.00					
2	61	08/16/12	08/16/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	--- 2---	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	--- 2---		2		\$150.00		0.00					
3	61	08/17/12	08/17/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---- 1--	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	---- 1--		1		\$150.00		0.00					
E 4	61	08/15/12	08/17/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- WTF--	:30	6	\$215.00	02	0.00	NM	6	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-- WTF--		6		\$215.00		0.00					
E 5	61	08/15/12	08/15/12		CM	5p-6p	-- 2----	:30	2	\$250.00	02	0.00	NM	2	\$500.00



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Contract / Revision **379660** Flight Dates **08/15/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1214**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5p-6p M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- 2----					2	\$250.00		0.00			
6	61	08/16/12	08/16/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	--- 1---	:30	1	\$250.00	02	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- 1---					1	\$250.00		0.00			
7	61	08/17/12	08/17/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	---- 2--	:30	2	\$250.00	02	0.00	NM	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: 08/13/12	08/19/12	---- 2--					2	\$250.00		0.00			
E 8	61	08/15/12	08/17/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-- WTF--	:30	3	\$525.00	02	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$525.00		0.00			
E 9	61	08/15/12	08/17/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-- WTF--	:30	3	\$700.00	02	0.00	NM	3	\$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: 08/13/12	08/19/12	-- WTF--					3	\$700.00		0.00			
E 10	61	08/15/12	08/15/12	M-F News at Ten News at Ten	CM	10p-11p	-- 2----	:30	2	\$1,200.00	02	0.00	NM	2	\$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: 08/13/12	08/19/12	-- 2----					2	\$1,200.00		0.00			
E 11	61	08/15/12	08/17/12	M-F News at 11pm News at 11pm	CM	11p-1135p	-- WTF--	:30	3	\$400.00	02	0.00	NM	3	\$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: 08/13/12	08/19/12	-- WTF--					3	\$400.00		0.00			
12	61	08/16/12	08/17/12	NFL Pre-Season Th-F/8-11p	CM	8p-11p	--- TF--	:30	4	\$1,500.00	02	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- TF--					4	\$1,500.00		0.00			
13	61	08/18/12	08/18/12	MLB on FOX Game MLB on FOX Game	CM	4p-7p (4:00 PM-7:00 PM)	----- 2-	:30	2	\$5,000.00	02	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: 08/13/12	08/19/12	----- 2-					2	\$5,000.00		0.00			
14	61	08/18/12	08/18/12	Sa Prime A Cops	CM	8p-9p	----- 2-	:30	2	\$700.00	02	0.00	NM	2	\$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: 08/13/12	08/19/12	----- 2-					2	\$700.00		0.00			
15	61	08/18/12	08/18/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 2-	:30	2	\$975.00	02	0.00	NM	2	\$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: 08/13/12	08/19/12	----- 2-					2	\$975.00		0.00			
E 16	61	08/19/12	08/19/12	Su 10p-11p Su 10p-11p	CM	10p-11p	----- 2	:30	2	\$1,150.00	02	0.00	NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- 2					2	\$1,150.00		0.00			
17	61	08/19/12	08/19/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	----- 1	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- 1					1	\$300.00		0.00			



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1214**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	61	08/19/12	08/19/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1					1	\$300.00		0.00			
18	61	08/20/12	08/20/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----					1	\$150.00		0.00			
19	61	08/20/12	08/20/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$215.00	02	0.00	NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	2-----					2	\$215.00		0.00			
20	61	08/20/12	08/20/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$250.00	02	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----					1	\$250.00		0.00			
21	61	08/20/12	08/20/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$525.00	02	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----					1	\$525.00		0.00			
22	61	08/20/12	08/20/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$700.00	02	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----					1	\$700.00		0.00			
23	61	08/20/12	08/20/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,200.00	02	0.00	NM	2	\$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:		08/20/12	08/26/12	2-----					2	\$1,200.00		0.00			
24	61	08/20/12	08/20/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$400.00	02	0.00	NM	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:		08/20/12	08/26/12	1-----					1	\$400.00		0.00			
N25	61	08/18/12	08/18/12	Sa 9a-10a Sa 9a-10a	CM	9a-10a	-----1-	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-					1	\$50.00		0.00			
													Totals	49	\$37,270.00