



WTIC-TV

ORDER

Print Date 08/07/12

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Flight Dates 08/09/12-08/14/12

Contract / Revision 373070 - 2

Original Date / Revision
08/07/12 08/07/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

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

Product
LINDA MCMAHON 4 SENA

Agency Com 15%

Billing Contact
600 Fairmont Ave
Suite 306
Towson, MD 21286Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1083

Alt Order # 06239233

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 15% Market Value 99766

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	24%	23944
4WVIT	44%	43897
5WTNH	17%	16960
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	53	\$12,720.25	\$14,965.00	0.00	07/30/12	08/14/12	53	\$12,720.25	\$14,965.00
Totals	53	\$12,720.25	\$14,965.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	08/09/12	08/10/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	4	\$125.00	03	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	---TF--		4		\$125.00		0.00					
2	61	08/09/12	08/09/12	M-F 9a-10a M-F 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: 08/06/12	08/12/12	---1---		1		\$50.00		0.00					
3	61	08/10/12	08/10/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	----2--	:30	2	\$50.00	03	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: 08/06/12	08/12/12	----2--		2		\$50.00		0.00					
E 4	61	08/09/12	08/10/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	4	\$150.00	03	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	---TF--		4		\$150.00		0.00					
5	61	08/09/12	08/10/12		CM	7p-730p	---TF--	:30	2	\$275.00	03	0.00	NM	2	\$550.00



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Contract / Revision **373070- 2** Flight Dates **08/09/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1083**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7p-730p M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---TF--					2	\$275.00		0.00			
6	61	08/09/12	08/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---TF--	:30	2	\$350.00	03	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---TF--					2	\$350.00		0.00			
7	61	08/09/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	---TF--	:30	4	\$850.00	03	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---TF--					4	\$850.00		0.00			
8	61	08/09/12	08/10/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	4	\$175.00	03	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---TF--					4	\$175.00		0.00			
9	61	08/10/12	08/10/12	Fri Prime A Bones	CM	8p-9p	----1--	:30	1	\$500.00	03	0.00	NM	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: 08/06/12	08/12/12	----1--					1	\$500.00		0.00			
10	61	08/10/12	08/10/12	Fri Prime B Bones	CM	9p-10p	----1--	:30	1	\$500.00	03	0.00	NM	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: 08/06/12	08/12/12	----1--					1	\$500.00		0.00			
11	61	08/11/12	08/11/12	Sa 7p-730p Sa 7-730p	CM	7p-730p	-----1-	:30	1	\$150.00	03	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: 08/06/12	08/12/12	-----1-					1	\$150.00		0.00			
12	61	08/11/12	08/11/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----1-	:30	1	\$150.00	03	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: 08/06/12	08/12/12	-----1-					1	\$150.00		0.00			
E 13	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----3-	:30	3	\$500.00	03	0.00	NM	3	\$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: 08/06/12	08/12/12	-----3-					3	\$500.00		0.00			
14	61	08/12/12	08/12/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$65.00		0.00			
15	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$700.00	03	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: 08/06/12	08/12/12	-----2					2	\$700.00		0.00			
E 16	61	08/13/12	08/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT-----	:30	4	\$125.00	03	0.00	NM	4	\$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	MT-----					4	\$125.00		0.00			
17	61	08/13/12	08/13/12	M-F 9a-10a M-F 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	08/13/12	1-----					1	\$50.00		0.00			



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Contract / Revision **373070- 2** Flight Dates **08/09/12-08/14/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1083**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	61	08/13/12	08/13/12	M-F 9a-10a M-F 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			
18	61	08/14/12	08/14/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-2-----	:30	2	\$50.00	03	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:		08/13/12	08/19/12	-2-----					2	\$50.00		0.00			
E 19	61	08/13/12	08/14/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	11-----	:30	2	\$150.00	03	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	11-----					2	\$150.00		0.00			
20	61	08/13/12	08/13/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$275.00	03	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:		08/13/12	08/19/12	1-----					1	\$275.00		0.00			
21	61	08/13/12	08/13/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<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	\$350.00		0.00			
E 22	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$850.00	03	0.00	NM	2	\$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:		08/13/12	08/19/12	2-----					2	\$850.00		0.00			
23	61	08/13/12	08/13/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<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	\$175.00		0.00			
24	61	08/10/12	08/10/12	M-F 9a-10a M-F 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:		08/06/12	08/12/12	----1--					1	\$50.00		0.00			
25	61	08/09/12	08/10/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---TF--					1	\$125.00		0.00			
E 26	61	08/09/12	08/10/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	1	\$150.00	03	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:		08/06/12	08/12/12	---TF--					1	\$150.00		0.00			
E 27	61	08/12/12	08/12/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$175.00		0.00			
E 28	61	08/11/12	08/11/12	Sa 9a-930a Sa 9a-930a	CM	9a-930a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$75.00		0.00			
E 29	61	08/11/12	08/11/12	Sa 930a-10a Sa 930a-10a	CM	930a-10a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$75.00		0.00			



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Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1083**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	61	08/11/12	08/11/12	Sa 930a-10a	CM	930a-10a	----- 1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
				Sa 930a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	----- 1-	1		\$75.00		0.00						
														Totals	53 \$14,965.00