



WTIC-TV

## ORDER

Print Date 08/28/12

Page 1 of 2

Flight Dates 08/30/12-09/03/12

Contract / Revision 383881 / LINDA MCMAHON 4 SENA

Original Date / Revision 08/28/12 08/28/12 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 # 1293

Alt Order # 06299670

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 23% Market Value 84673

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT             | %          | 0      |
| 3WFSB             | 31%        | 26248  |
| 4WVIT             | 9%         | 7620   |
| 5WTNH             | 37%        | 31329  |
| 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 |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 17         | \$16,553.75 | \$19,475.00  | 0.00   | 08/27/12   | 09/03/12 | 17      | \$16,553.75 | \$19,475.00  |
| Totals         | 17         | \$16,553.75 | \$19,475.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch | Start             | End             | Inventory Code                   | Break | Start/End Time    | Days     | Len         | Spots | Rate          | Pri | Rtg  | Type | Totals<br>Spots Amount |            |
|-----|----|-------------------|-----------------|----------------------------------|-------|-------------------|----------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| E 1 | 61 | 08/30/12          | 08/30/12        | M-F 6a-7a<br>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: 08/27/12    | 09/02/12        | --- 1---                         |       | 1                 |          | \$150.00    |       | 0.00          |     |      |      |                        |            |
| E 2 | 61 | 08/31/12          | 08/31/12        | M-F 7p-730p<br>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: 08/27/12    | 09/02/12        | ---- 1--                         |       | 1                 |          | \$525.00    |       | 0.00          |     |      |      |                        |            |
| E 3 | 61 | 08/31/12          | 08/31/12        | M-F 730p-8p<br>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: 08/27/12    | 09/02/12        | ---- 1--                         |       | 1                 |          | \$700.00    |       | 0.00          |     |      |      |                        |            |
| E 4 | 61 | 08/30/12          | 08/30/12        | M-F News at 11pm<br>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: 08/27/12    | 09/02/12        | --- 1---                         |       | 1                 |          | \$400.00    |       | 0.00          |     |      |      |                        |            |
| E 5 | 61 | 08/31/12          | 08/31/12        |                                  | CM    | 8p-9p             | ---- 1-- | :30         | 1     | \$1,850.00    | 02  | 0.00 | NM   | 1                      | \$1,850.00 |



WTIC-TV

Print Date: 08/28/12

Page 2 of 2

Contract / Revision **383881** Flight Dates **08/30/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 08/28/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1293**

| Ln   | Ch | Start             | End             | Inventory Code                       | Break | Start/End Time                 | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Totals |             |
|------|----|-------------------|-----------------|--------------------------------------|-------|--------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|-------------|
|      |    |                   |                 |                                      |       |                                |         |     |                   |             |     |               |        | Spots  | Amount      |
|      |    |                   |                 | Fri Prime A<br>Bones                 |       |                                |         |     |                   |             |     |               |        |        |             |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |    | Week: 08/27/12    | 09/02/12        | ----1--                              |       |                                |         |     | 1                 | \$1,850.00  |     | 0.00          |        |        |             |
| E 6  | 61 | 08/31/12          | 08/31/12        | Fri Prime B<br>Bones                 | CM    | 9p-10p                         | ----1-- | :30 | 1                 | \$1,850.00  | 02  | 0.00          | NM     | 1      | \$1,850.00  |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |    | Week: 08/27/12    | 09/02/12        | ----1--                              |       |                                |         |     | 1                 | \$1,850.00  |     | 0.00          |        |        |             |
| E 7  | 61 | 09/01/12          | 09/01/12        | MLB on FOX Game<br>MLB on FOX Game   | CM    | 4p-7p<br>(4:00 PM-7:00 PM)     | -----4- | :30 | 4                 | \$2,000.00  | 02  | 0.00          | NM     | 4      | \$8,000.00  |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |    | Week: 08/27/12    | 09/02/12        | -----4-                              |       |                                |         |     | 4                 | \$2,000.00  |     | 0.00          |        |        |             |
| E 9  | 61 | 09/01/12          | 09/01/12        | Sa 10p-11p<br>Sa 10p-11p             | CM    | 10p-11p                        | -----1- | :30 | 1                 | \$975.00    | 02  | 0.00          | NM     | 1      | \$975.00    |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |    | Week: 08/27/12    | 09/02/12        | -----1-                              |       |                                |         |     | 1                 | \$975.00    |     | 0.00          |        |        |             |
| E 10 | 61 | 09/03/12          | 09/03/12        | M-F 7p-730p<br>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: 09/03/12    | 09/09/12        | 1-----                               |       |                                |         |     | 1                 | \$525.00    |     | 0.00          |        |        |             |
| N 11 | 61 | 09/01/12          | 09/01/12        | College Football<br>College Football | CM    | 730p-11p<br>(7:30 PM-11:00 PM) | -----5- | :30 | 5                 | \$900.00    | 02  | 0.00          | NM     | 5      | \$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: 08/27/12    | 09/02/12        | -----5-                              |       |                                |         |     | 5                 | \$900.00    |     | 0.00          |        |        |             |
|      |    |                   |                 |                                      |       |                                |         |     |                   |             |     |               | Totals | 17     | \$19,475.00 |