



WTIC-TV

ORDER

Print Date 08/28/12

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

Contract / Revision **383881 /**

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

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 Spots Amount	
E 1	61	08/30/12	08/30/12	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: 08/27/12	09/02/12	---1---		1		\$150.00		0.00					
E 2	61	08/31/12	08/31/12	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: 08/27/12	09/02/12	----1--		1		\$525.00		0.00					
E 3	61	08/31/12	08/31/12	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: 08/27/12	09/02/12	----1--		1		\$700.00		0.00					
E 4	61	08/30/12	08/30/12	M-F News at 11pm 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



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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 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 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 MLB on FOX Game	CM	4p-7p (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 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 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 College Football	CM	730p-11p (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	