

ORDER

Orders	Order / Rev:	957955	
	Alt Order #:		
	Product Desc:	STATE SUPREME COURT	
	Estimate:		
	Flight Dates:	10/24/16 - 11/08/16	WIVB Buffalo
	Original Date / Rev:	10/21/16 / 11/04/16	Primary AE: WIVB Local House
	Order Type:	REG	Sales Office: L-BUF
			Sales Region: Loc

Agency	Name:	Buffalo Advertising	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		374 Delaware Avenue	Billing Cycle: EOM/EOC
		Buffalo, NY 14202	Agency Commission: 15%

Advertiser	Name:	POL/Lynn Wessel Keane	New Business Thru:
	Demographic:	W35-64	Order Separation: 00:15:00
	Product Codes:	PL5	Advertiser External ID:
	Priority:	P3	Agency External ID: SP8426
	Revenue Codes:	AGY, POL, POL-CAND	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	25	\$12,050.00	\$10,242.50
10/31/16	11/08/16	41	\$16,100.00	\$13,685.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	25	\$12,050.00	\$10,242.50	0.00
November 2016	41	\$16,100.00	\$13,685.00	0.00
Totals	66	\$28,150.00	\$23,927.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WIVB Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WIVB	10/24/16	11/04/16	Wake Up Early Morning CM Wake Up Early AM 559-7a	CM	M-F 559a-7a	MTWTF--	:30	3	\$300.00	P3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$300.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3				\$300.00		0.00			
N 2	WIVB	10/24/16	11/04/16	News 4 At Noon CM News 4 @ Noon	CM	M-F 12p-1230p	MTWTF--	:30	4	\$350.00	P2	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		4				\$350.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$350.00		0.00			
N 3	WIVB	10/24/16	11/04/16	News 4 @ 5p M-F 5-6p CM M-F 5p News 5-6p	CM	M-F 5p News 5-6p	MTWTF--	:15	4	\$350.00	P3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		4				\$350.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$350.00		0.00			
N 4	WIVB	10/24/16	11/04/16	News 4 @ 6pm M-F CM M-F News 4 @ 6pm	CM	M-F News 4 @ 6pm	MTWTF--	:30	4	\$550.00	P3	0.00	NM	8	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		4				\$550.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$550.00		0.00			
N 5	WIVB	10/24/16	11/04/16	M-F 658-730p CM M-F 658-730p	CM	M-F 658-730p	MTWTF--	:30	4	\$500.00	P3	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		4				\$500.00		0.00			

Order / Rev: 957955
 Alt Order #:
 Flight Dates: 10/24/16 - 11/08/16

Advertiser: POL/Lynn Wessel Keane
 Product Desc: STATE SUPREME COURT
 Estimate:
WIVB Buffalo

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WIVB	10/24/16	11/04/16	M-F 658-730p M-F 658-730p	CM	M-F 658-730p	MTWTF--	:30	4	\$500.00	P3	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	MTWTF--		4				\$500.00		0.00			
N 6	WIVB	10/24/16	11/04/16	LN M-Su 11-1135p	CM	M-Su 11-1135p	MTWTF--	:30	4	\$450.00	P3	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		4				\$450.00		0.00			
	Week:	10/31/16	11/06/16	MTWTF--		4				\$450.00		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>		
	14	WIVB	10/31/16-11/06/16	LN		M-Su 11-1135p	MTWThF----	:30		(\$450.00)		0.00	NM		
	See MG 16.3,16.4,16.5,16.6,16.7 [Technical Difficulties]														
N 7	WIVB	10/28/16	11/04/16	Fri Hour 3 Friday 10-11p	CM	Friday 10-11p	----F--	:15	1	\$1,250.00	P4	0.00	NM	1	\$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:	10/24/16	10/30/16	----F--		1				\$1,250.00		0.00			
	Week:	10/31/16	11/06/16	----F--		1				\$1,250.00		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>		
	2	WIVB	10/31/16-11/06/16	Fri Hour 3		Friday 10-11p	-----F----	:15		(\$1,250.00)		0.00	NM		
	See MG 9.3,9.4,9.5 [N/A]														
N 8	WIVB	10/30/16	11/06/16	EN (Sa-Su) Sa/Su EN 6-630p	CM	Sa/Su EN 6-630p	-----S	:30	1	\$125.00	P4	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:	10/24/16	10/30/16	-----S		1				\$125.00		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	WIVB	10/24/16-10/30/16	EN (Sa-Su)		Sa/Su EN 6-630p	-----Su	:30		(\$125.00)		0.00	NM		
	See MG 8.3 [N/A]														
	3	WIVB	10/30/16-10/30/16	EN (Sa-Su)		Sa/Su EN 6-630p	-----Su	:15		(\$125.00)		0.00	NM		
	Ⓜ See MG 16.3,16.4,16.5,16.6,16.7 [N/A]														
	Week:	10/31/16	11/06/16	-----S		1				\$125.00		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>		
	2	WIVB	10/31/16-11/06/16	EN (Sa-Su)		Sa/Su EN 6-630p	-----Su	:30		(\$125.00)		0.00	NM		
	See MG 16.3,16.4,16.5,16.6,16.7 [Program Change]														
N 9	WIVB	10/30/16	11/06/16	Sun Hour 1 Sunday 7-8p	CM	Sunday 7-8p	-----S	:15	1	\$1,100.00	P4	0.00	NM	4	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S		1				\$1,100.00		0.00			
	Week:	10/31/16	11/06/16	-----S		1				\$1,100.00		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>		
	2	WIVB	10/31/16-11/06/16	Sun Hour 1		Sunday 7-8p	-----Su	:15		(\$1,100.00)		0.00	NM		
	See MG 9.3,9.4,9.5 [N/A]														
	3	WIVB	11/06/16-11/06/16	Sun Hour 1		Sunday 7-8p	-----Su	:15		\$1,100.00		0.00	NM		
	Ⓜ MG for 7.2,9.2 [Makegood]														
	4	WIVB	11/06/16-11/06/16	Sun Hour 2		Sunday 8-9p	-----Su	:15		\$600.00		0.00	NM		
	Ⓜ MG for 7.2,9.2 [Makegood]														
	5	WIVB	11/06/16-11/06/16	Sun Hour 3		Sunday 9-10p	-----Su	:15		\$650.00		0.00	NM		
	Ⓜ MG for 7.2,9.2 [Makegood]														
N 10	WIVB	11/07/16	11/08/16	Wake Up Early Morning Wake Up Early AM 559-7a	CM	M-F 559a-7a	MT-----	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/07/16	11/13/16	MT-----		2				\$300.00		0.00			
N 11	WIVB	11/07/16	11/08/16		CM	M-F 12p-1230p	MT-----	:30	2	\$350.00	P3	0.00	NM	2	\$700.00

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Estimate:
WIVB Buffalo

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 4 At Noon											
				News 4 @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	MT-----	2		\$350.00		0.00						
N12	WIVB	11/07/16	11/07/16	News 4 @ 5p M-F 5-6p	CM	M-F 5p News 5-6p	M-----	:15	1	\$350.00	P3	0.00	NM	1	\$350.00
				M-F 5p News 5-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	1		\$350.00		0.00						
N13	WIVB	11/07/16	11/07/16	News 4 @ 6pm M-F	CM	M-F News 4 @ 6pm	M-----	:15	1	\$300.00	P4	0.00	NM	0	\$0.00
				M-F News 4 @ 6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	1		\$300.00		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	WIVB	11/07/16-11/13/16		News 4 @ 6pm M-F	M-F News 4 @ 6p		M-----	:30	(\$300.00)		0.00	NM			
				See MG 16.8,16.9,16.10,16.11											
				[N/A]											
N14	WIVB	11/07/16	11/07/16	M-F 658-730p	CM	M-F 658-730p	M-----	:15	2	\$300.00	P4	0.00	NM	1	\$300.00
				M-F 658-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	2		\$300.00		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>			
2	WIVB	11/07/16-11/13/16		M-F 658-730p	M-F 658-730p		M-----	:15	(\$300.00)		0.00	NM			
				See MG 16.8,16.9,16.10,16.11											
				[N/A]											
N15	WIVB	11/07/16	11/07/16	LN	CM	M-Su 11-1135p	M-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				M-Su 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/07/16	11/13/16	M-----	1		\$250.00		0.00						
N16	WIVB	10/29/16	11/05/16	Sa 7-730p	CM	7p-730p	-----S-	:30	1	\$100.00	P4	0.00	NM	8	\$1,900.00
				Sa 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	-----S-	1		\$100.00		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	WIVB	10/24/16-10/30/16		Sa 7-730p	7p-730p		-----Sa--	:30	(\$100.00)		0.00	NM			
				See MG 16.3,16.4,16.5,16.6,16.7											
				[Sports Ran Over]											
3	WIVB	11/07/16-11/07/16		M-F 9a-10a	9a-10a		M-----	:30	\$100.00		0.00	NM			
				Ⓜ MG for 8.3,6.14,17.1,16.1,8.2											
				[Makegood]											
4	WIVB	11/06/16-11/06/16		CBS Sunday Morning	CBS Sunday Morn		-----Su	:15	\$400.00		0.00	NM			
				Ⓜ MG for 8.3,6.14,17.1,16.1,8.2											
				[Makegood]											
5	WIVB	11/07/16-11/07/16		CBS This Morning	M-F Early Show 7		M-----	:15	\$125.00		0.00	NM			
				Ⓜ MG for 8.3,6.14,17.1,16.1,8.2											
				[Makegood]											
6	WIVB	11/05/16-11/05/16		LN	M-Su 11-1135p		-----Sa--	:30	\$450.00		0.00	NM			
				Ⓜ MG for 8.3,6.14,17.1,16.1,8.2											
				[Makegood]											
7	WIVB	11/06/16-11/06/16		Su Wknd Wakeup 6a-8a RE	Su Wknd Wakeup		-----Su	:30	(\$125.00)		0.00	NM			
				Ⓜ See MG 16.8,16.9,16.10,16.11											
				[N/A]											
Week:		10/31/16	11/06/16	-----S-	1		\$100.00		0.00						

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Advertiser: POL/Lynn Wessel Keane
Product Desc: STATE SUPREME COURT
Estimate:

WIVB Buffalo

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WIVB	10/29/16	11/05/16	Sa 7-730p Sa 7-730p	CM	7p-730p	-----S-	:30	1	\$100.00	P4	0.00	NM	8	\$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:		10/31/16	11/06/16	-----S-			1		\$100.00	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>		
2	WIVB	10/31/16-11/06/16		Sa 7-730p	7p-730p		-----Sa--	:30		(\$100.00)		0.00	NM		
		See MG 16.8, 16.9, 16.10, 16.11 [N/A]													
8	WIVB	11/07/16-11/07/16		Early Wake Up M-F	M-F 5a-559a		M-----	:15		\$100.00		0.00	NM		
		Ⓜ MG for 16.2, 14.2, 13.1, 16.7 [Makegood]													
9	WIVB	11/07/16-11/07/16		News 4 @ 6pm M-F	M-F News 4 @ 6p		M-----	:15		\$300.00		0.00	NM		
		Ⓜ MG for 16.2, 14.2, 13.1, 16.7 [Makegood]													
10	WIVB	11/07/16-11/07/16		M-F 357-5p	M-F News 4 At 4p		M-----	:15		\$125.00		0.00	NM		
		Ⓜ MG for 16.2, 14.2, 13.1, 16.7 [Makegood]													
11	WIVB	11/07/16-11/07/16		M-F 658-730p	M-F 658-730p		M-----	:15		\$300.00		0.00	NM		
		Ⓜ MG for 16.2, 14.2, 13.1, 16.7 [Makegood]													
N17	WIVB	10/30/16	11/06/16	CBS Sunday Morning CBS Sunday Morn 9a-1030a	CM	CBS Sunday Morn	-----S	:15	1	\$400.00	P3	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:		10/24/16	10/30/16	-----S			1		\$400.00	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	WIVB	10/24/16-10/30/16		CBS Sunday Morning	CBS Sunday Morn		-----Su	:15		(\$400.00)		0.00	NM		
		See MG 16.3, 16.4, 16.5, 16.6, 16.7 [N/A]													
Week:		10/31/16	11/06/16	-----S			1		\$400.00	0.00					
													Totals	66	\$28,150.00