

## ORDER



|               |                      |                      |
|---------------|----------------------|----------------------|
| <b>Orders</b> | <b>Order / Rev:</b>  | <b>1304274</b>       |
|               | Alt Order #:         | 07722240             |
|               | Product Desc:        | NATL RESRCE DEF CNCL |
|               | Estimate:            | 2874                 |
|               | Flight Dates:        | 04/06/15 - 04/19/15  |
|               | Original Date / Rev: | 04/06/15 / 04/06/15  |
|               | Order Type:          | Political            |

**WUAB**

|               |                |
|---------------|----------------|
| Primary AE:   | Teresa Difuria |
| Sales Office: | T-PHI          |
| Sales Region: | National       |

|               |                  |                                |
|---------------|------------------|--------------------------------|
| <b>Agency</b> | <b>Name:</b>     | <b>Canal Partners Media</b>    |
|               | Buying Contact:  |                                |
|               | Billing Contact: |                                |
|               |                  | 1027 33rd Street NW, Suite 140 |
|               |                  | Washington, DC 20007           |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | EOM/EOC   |
| Agency Commission: | 15%       |

|                   |                |  |
|-------------------|----------------|--|
| <b>Advertiser</b> | <b>Name:</b>   | <b>ISS/National Resource Def Council</b> |
|                   | Demographic:   | A35+                                     |
|                   | Product Codes: | PL20                                     |
|                   | Priority:      | P 6                                      |
|                   | Revenue Codes: | Agency, Political, Pol-Issue             |

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 03/30/15   | 04/19/15 | 4       | \$700.00     | \$595.00   |

**Totals**

| Month         | # Spots  | Gross Amount    | Net Amount      | Rating      |
|---------------|----------|-----------------|-----------------|-------------|
| April 2015    | 4        | \$700.00        | \$595.00        | 0.00        |
| <b>Totals</b> | <b>4</b> | <b>\$700.00</b> | <b>\$595.00</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Teresa Difuria    |              |              | Start Of Order - End Of Order | 100%    |

### Order Share

| Order Share | Share | Total       |
|-------------|-------|-------------|
| WUAB        | 2%    | \$700.00    |
| Market      | 100%  | \$35,000.00 |

### Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| DUAB              | 0%    | \$0.00      |
| EOIO              | 0%    | \$0.00      |
| WBNX              | 0%    | \$0.00      |
| WDLI              | 0%    | \$0.00      |
| WEAO              | 0%    | \$0.00      |
| WEWS              | 21%   | \$7,350.00  |
| WGGN              | 0%    | \$0.00      |
| WJW               | 31%   | \$10,850.00 |
| WKYC              | 28%   | \$9,800.00  |
| WMFD              | 0%    | \$0.00      |
| WOAC              | 0%    | \$0.00      |
| WOIO              | 18%   | \$6,300.00  |
| WQHS              | 0%    | \$0.00      |
| WVIZ              | 0%    | \$0.00      |
| WVPX              | 0%    | \$0.00      |

| Ln  | Ch   | Start    | End      | Inventory Code                    | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|------|----------|----------|-----------------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| E 1 | WUAB | 04/06/15 | 04/19/15 | Late News M-Sun<br>Late News M-Su | Comm  | 10-11p         | MTWTFSS | :30 | 2     | \$175.00 | P 6 | 0.00 | NM   | 4     | \$700.00 |

Order / Rev: 1304274  
 Alt Order #: 07722240  
 Flight Dates: 04/06/15 - 04/19/15

Advertiser: ISS/National Resource Def Council  
 Product Desc: NATL RESRCE DEF CNCL  
 Estimate: 2874

WUAB

| Ln     | Ch    | Start             | End             | Inventory Code                    | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|--------|-------|-------------------|-----------------|-----------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1    | WUAB  | 04/06/15          | 04/19/15        | Late News M-Sun<br>Late News M-Su | Comm  | 10-11p            | MTWTFSS | :30 | 2     | \$175.00    | P 6 | 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: | 04/06/15          | 04/12/15        | MTWTFSS                           |       | 2                 |         |     |       | \$175.00    |     | 0.00          |      |       |          |
|        | Week: | 04/13/15          | 04/19/15        | MTWTFSS                           |       | 2                 |         |     |       | \$175.00    |     | 0.00          |      |       |          |
| Totals |       |                   |                 |                                   |       |                   |         |     |       |             |     |               |      | 4     | \$700.00 |