

ORDER



WUAB

Orders	Order / Rev:	1751431
	Alt Order #:	08655918
	Product Desc:	AARP
	Estimate:	6020
	Flight Dates:	06/12/17 - 06/25/17
	Original Date / Rev:	06/08/17 / 06/08/17
	Order Type:	Political

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

Agency	Name:	Greer, Margolis, & Mitchell
	Buying Contact:	
	Billing Contact:	
		3050 K Street NW
		Washington, DC 20007

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

Advertiser	Name:	ISS/AARP Issue Advertising
	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:	
Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/29/17	06/25/17	16	\$2,700.00	\$2,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2017	16	\$2,700.00	\$2,295.00	0.00
Totals	16	\$2,700.00	\$2,295.00	0.00

Account Executives

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

Order Share

Order Share	Share	Total
WUAB	1%	\$2,700.00
Market	100%	\$270,000.00

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	26%	\$70,200.00
WGGN	0%	\$0.00
WJW	25%	\$67,500.00
WKYC	33%	\$89,100.00
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	15%	\$40,500.00
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	06/12/17	06/23/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	MTWTF--	:30	2	\$250.00	P 6	0.00	NM	4	\$1,000.00

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 Flight Dates: 06/12/17 - 06/25/17

Advertiser: ISS/AARP Issue Advertising
 Product Desc: AARP
 Estimate: 6020

WUAB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUAB	06/12/17	06/23/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	MTWTF--	:30	2	\$250.00	P 6	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					2	\$250.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					2	\$250.00		0.00			
E 2	WUAB	06/12/17	06/23/17	SYN M-F 2-3P M-F 2-3p	Comm	2-3p	MTWTF--	:30	1	\$100.00	P 6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					1	\$100.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					1	\$100.00		0.00			
E 3	WUAB	06/12/17	06/23/17	SYN M-F 4-5p M-F 4-5p	Comm	4-5p	MTWTF--	:30	1	\$125.00	P 6	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					1	\$125.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					1	\$125.00		0.00			
E 4	WUAB	06/12/17	06/23/17	SYN M-F 5-6P M-F 5-6p	Comm	5-6p	MTWTF--	:30	1	\$125.00	P 6	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					1	\$125.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					2	\$125.00		0.00			
E 5	WUAB	06/12/17	06/25/17	Cleve 19 News on 43 at 9p Cleve 19 News on 43 at 9p	Comm	M-SU 9-10P	MTWTFSS	:30	3	\$175.00	P 6	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTFSS					3	\$175.00		0.00			
		Week: 06/19/17	06/25/17	MTWTFSS					2	\$175.00		0.00			
													Totals	16	\$2,700.00