

Rep Order# 9388950
EC'd Yes

Ver# 3

Status Revised

ORDER WORKSHEET

Traffic Order#

Last Received:
Showing Buylines:

Printed: 08/19/14 9:20 AM
08/18/14 6:00 PM
All Rep Changes

1 of 2

Station WWLP-TV SPRINGFIELD, MA
Advertiser (CWFP) COMMONWEALTH FUTURE
Product MCPJE
Estimate# 1049
Buyer Anno Braunscheidel

Agency (MENT) MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E 109/122/1049
Flight Dates 08/21/14-08/27/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

COMMONWEALTH FUTURE INDEPENDENT EXPENDITURE PAC

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/18 - PLS SEE LNS 15,18,27, & 34 FOR CUT BACKS

TOTAL ORD CUT BACK = \$3000

REV ORD TTL = \$21,225

PLS CNF. T/R JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
15*	W	530P-7P	NEWS	30	8.2	N/A	\$650.00	08/27-08/27	0	0	\$0.00
			Sales remark: V3 CANCELLING 1X OFF OF LINE								
			V3 Comment Changed, Spots/week Changed								
18*	M	7P-8P	WHEEL-FORTUNE/JEOPARDY	30	5.8	N/A	\$475.00	08/25-08/25	0	0	\$0.00
			Sales remark: V3 CANCEL 2X OFF OF LINE								
			V3 Comment Changed, Spots/week Changed								
27*	W	11P-1135P	22 NEWS @ 11PM<	30	5.8	N/A	\$600.00	08/27-08/27	0	0	\$0.00
			Sales remark: V3 CANCELLING 1X OFF OF LINE								
			V3 Comment Changed, Spots/week Changed								
34*	F	9P-11P	DATELINE	30	3.0	3.0	\$800.00	08/22-08/22	1	1	\$800.00
			Sales remark: V3 CANCELLING 1X OFF OF LINE								
			V3 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 1 / \$800.00

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2 of 2

Station WWLP-TV SPRINGFIELD, MA
Advertiser (CWFP) COMMONWEALTH FUTURE
Product MCFIE
Estimate# 1049
Buyer Anne Braunscheidel

Agency (MENT) MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E 109/122/1049
Flight Dates 08/21/14-08/27/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

---SALES MONTHLY TOTALS---

Aug2014: 37/ \$21,225.00

Order Totals: 37 / \$21,225.00

Total GRPS: 187.9

---COMPETITIVE---

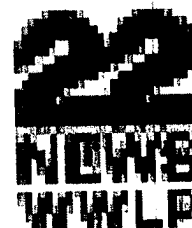
Market Totals	\$46,141.30	CABL .00%	EGGB 4.00%	WGBB 24.00%	WSHM 26.00%	WWLP 46.00%
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Books [null]
Demos RA35+

---CREDIT RISK---

STANDARD CREDIT TERMS

ORDER



Orders
Order / Rev: 479064
Alt Order #: 09388950
Product Desc: MCFIE
Estimate: 1049
Flight Dates: 08/21/14 - 08/27/14
Original Date / Rev: 08/19/14 / 08/19/14
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

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

Advertiser Name: POL/Commonwealth Future
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/27/14	37	\$21,225.00	\$18,041.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	37	\$21,225.00	\$18,041.25	0.00
Totals	37	\$21,225.00	\$18,041.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share	Share	Total
WWLP	46%	\$21,225.00
Market	100%	\$46,141.30

Competitive Share	Share	Total
CABLE	0%	\$0.00
EGGB	4%	\$1,845.65
UNKWN	0%	\$0.00
WFXQ	0%	\$0.00
WGGB	24%	\$11,073.91
WSHM	26%	\$11,996.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WWLP	08/21/14	08/21/14	Today Show M-F Today Show	CM	7-9a	---T---	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/18/14	08/24/14	---T---		1				\$600.00		0.00			
2	WWLP	08/26/14	08/26/14	Today Show M-F Today Show	CM	7-9a	-T-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/25/14	08/31/14	-T-----		1				\$600.00		0.00			
3	WWLP	08/21/14	08/21/14	M-F 3-4p Dr. Phil	CM	3-4p	---T---	:30	1	\$150.00	P1	0.00	NM	1	\$150.00

DR. PHIL

Order / Rev: 479064
 Alt Order #: 09388950
 Flight Dates: 08/21/14 - 08/27/14

Advertiser: POL/Commonwealth Future
 Product Desc: MCFIE
 Estimate: 1049

WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WWLP	08/21/14	08/21/14	M-F 3-4p Dr. Phil	CM	3-4p	---T---	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	---T---					1	\$150.00		0.00			
4	WWLP	08/22/14	08/22/14	M-F 3-4p Dr. Phil	CM	3-4p	----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	----F--					1	\$150.00		0.00			
5	WWLP	08/25/14	08/25/14	M-F 3-4p Dr. Phil	CM	3-4p	M-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	M-----					1	\$150.00		0.00			
6	WWLP	08/26/14	08/26/14	M-F 3-4p Dr. Phil	CM	3-4p	-T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	-T-----					1	\$150.00		0.00			
7	WWLP	08/27/14	08/27/14	M-F 3-4p Dr. Phil	CM	3-4p	--W----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	--W----					1	\$150.00		0.00			
8	WWLP	08/25/14	08/25/14	M-F 5-530p News 22 @5p	CM	5-530p	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
22 NWS AT FIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	M-----					1	\$500.00		0.00			
9	WWLP	08/26/14	08/26/14	M-F 5-530p News 22 @5p	CM	5-530p	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
22 NWS AT FIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	-T-----					1	\$500.00		0.00			
10	WWLP	08/27/14	08/27/14	M-F 5-530p News 22 @5p	CM	5-530p	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
22 NWS AT FIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	--W----					1	\$500.00		0.00			
11	WWLP	08/21/14	08/21/14	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	---T---	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	---T---					1	\$650.00		0.00			
12	WWLP	08/22/14	08/22/14	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	----F--	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	----F--					1	\$650.00		0.00			
13	WWLP	08/26/14	08/26/14	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	M-----	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	M-----					1	\$650.00		0.00			
14	WWLP	08/26/14	08/26/14	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	-T-----	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/25/14	08/31/14	-T-----					1	\$650.00		0.00			
16	WWLP	08/21/14	08/21/14		CM	7-8p	---T---	:30	2	\$475.00	P1	0.00	NM	2	\$950.00

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 Alt Order #: 09388950
 Flight Dates: 08/21/14 - 08/27/14

Advertiser: POL/Commonwealth Future
 Product Desc: MCFIE
 Estimate: 1049

WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-8p															
M-F 7-8p															
WHEEL-FORTNE/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	---T---	2			\$475.00		0.00						
17	WWLP	08/22/14	08/22/14	M-F 7-8p	CM	7-8p	----F--	:30	2	\$475.00	P1	0.00	NM	2	\$950.00
M-F 7-8p															
WHEEL-FORTNE/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	----F--	2			\$475.00		0.00						
19	WWLP	08/26/14	08/26/14	M-F 7-8p	CM	7-8p	-T-----	:30	2	\$475.00	P1	0.00	NM	2	\$950.00
M-F 7-8p															
WHEEL-FORTNE/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/25/14		08/31/14	-T-----	2			\$475.00		0.00						
20	WWLP	08/27/14	08/27/14	M-F 7-8p	CM	7-8p	--W----	:30	2	\$475.00	P1	0.00	NM	2	\$950.00
M-F 7-8p															
WHEEL-FORTNE/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/25/14		08/31/14	--W----	2			\$475.00		0.00						
21	WWLP	08/21/14	08/21/14	LN M-F	CM	11-1135p	---T---	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22 @ 11 M-F only															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	---T---	1			\$600.00		0.00						
22	WWLP	08/22/14	08/22/14	LN M-F	CM	11-1135p	----F--	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22 @ 11 M-F only															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	----F--	1			\$600.00		0.00						
23	WWLP	08/23/14	08/23/14	LN Sa	CM	11-1135p	-----S-	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22 @ 11 Sat															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	-----S-	1			\$600.00		0.00						
24	WWLP	08/24/14	08/24/14	LN	CM	11-1135p	-----S	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22@11p M-Su															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	-----S	1			\$600.00		0.00						
25	WWLP	08/25/14	08/25/14	LN M-F	CM	11-1135p	M-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22 @ 11 M-F only															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/25/14		08/31/14	M-----	1			\$600.00		0.00						
26	WWLP	08/26/14	08/26/14	LN M-F	CM	11-1135p	-T-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
News 22 @ 11 M-F only															
22 NEWS @ 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/25/14		08/31/14	-T-----	1			\$600.00		0.00						
28	WWLP	08/21/14	08/21/14	Tonight Show	CM	1135p-1237a	---T---	:30	1	\$275.00	P1	0.00	NM	1	\$275.00
Tonight Show															
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	---T---	1			\$275.00		0.00						
29	WWLP	08/22/14	08/22/14	Tonight Show	CM	1135p-1237a	----F--	:30	1	\$275.00	P1	0.00	NM	1	\$275.00
Tonight Show															
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/18/14		08/24/14	----F--	1			\$275.00		0.00						
30	WWLP	08/25/14	08/25/14		CM	1135p-1237a	M-----	:30	1	\$275.00	P1	0.00	NM	1	\$275.00

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				Tonight Show												
				Tonight Show												
TONITE SHW-NBC<																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/25/14		08/25/14	08/31/14	M-----	1		\$275.00		0.00							
31	WWLP	08/26/14	08/26/14	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$275.00	P1	0.00	NM	1	\$275.00	
				Tonight Show												
TONITE SHW-NBC<																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/25/14		08/25/14	08/31/14	-T-----	1		\$275.00		0.00							
32	WWLP	08/27/14	08/27/14	Tonight Show	CM	1135p-1237a	--W----	:30	1	\$275.00	P1	0.00	NM	1	\$275.00	
				Tonight Show												
TONITE SHW-NBC<																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/25/14		08/25/14	08/31/14	--W----	1		\$275.00		0.00							
33	WWLP	08/26/14	08/26/14	Tue Prime	CM	8-11p	-T-----	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00	
				Tue Prime		(9:00 PM-11:00 PM)										
AMERICA'S GOT TALENT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/25/14		08/25/14	08/31/14	-T-----	2		\$2,500.00		0.00							
N34	WWLP	08/22/14	08/22/14	Fri Prime Other 1	CM	9-11p	----F--	:30	1	\$800.00	P1	0.00	NM	1	\$800.00	
				Friday 9-11p												
DATELINE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/18/14		08/18/14	08/24/14	----F--	1		\$800.00		0.00							
35	WWLP	08/24/14	08/24/14	Meet the Press	CM	11a-12p	-----S	:30	1	\$600.00	P1	0.00	NM	1	\$600.00	
				Meet the Press												
MEET PRESS-SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/18/14		08/18/14	08/24/14	-----S	1		\$600.00		0.00							
														Totals	37	\$21,225.00