

ORDER



Orders
Order / Rev: 226563
Alt Order #: 07346581
Product Desc: PEOPLE FOR PEARCE
Estimate: _____
Flight Dates: 10/22/14 - 10/28/14
Original Date / Rev: 09/09/14 / 10/20/14
Order Type: GENERAL

KOB

Primary AE: Brian Smith
Sales Office: H-DC
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact: _____
Billing Contact: _____
1911 North Ft. Myer Drive Ste. 400
Arlington, VA 22209

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

Advertiser Name: People For Pearce
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

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
09/29/14	10/26/14	40	\$14,860.00	\$12,631.00
10/27/14	10/28/14	25	\$11,050.00	\$9,392.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	40	\$14,860.00	\$12,631.00	0.00
November 2014	25	\$11,050.00	\$9,392.50	0.00
Totals	65	\$25,910.00	\$22,023.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian Smith			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
E 2	All	10/27/14	10/28/14	News 4 Today I 5a-530a	CM	M-F 5a-530a	MT-----	:30	2	\$160.002		0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$160.00		0.00			
E 3	All	10/22/14	10/24/14	News 4 Today I 530a-6a	CM	W-F 530a-6a	--WTF--	:30	3	\$270.002		0.00	NM	3	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3				\$270.00		0.00			
E 4	All	10/27/14	10/28/14	News 4 Today I 530a-6a	CM	M-F 530a-6a	MT-----	:30	2	\$250.002		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$250.00		0.00			
E 5	All	10/22/14	10/24/14	News 4 Today II 6a-7a	CM	W-F 6a-7a	--WTF--	:30	2	\$500.002		0.00	NM	2	\$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: 10/20/14	10/26/14	--WTF--		2				\$500.00		0.00			
E 6	All	10/27/14	10/28/14	News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$470.002		0.00	NM	2	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$470.00		0.00			
E 7	All	10/22/14	10/24/14	M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	1	\$500.002		0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 226563
 Alt Order #: 07346581
 Flight Dates: 10/22/14 - 10/28/14

Advertiser: People For Pearce
 Product Desc: PEOPLE FOR PEARCE
 Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	10/22/14	10/24/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	1	\$500.002		0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		1				\$500.00		0.00			
E 8	All	10/27/14	10/28/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	1	\$470.002		0.00	NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$470.00		0.00			
E 11	All	10/26/14	10/26/14	Sunday Today Sunday Today	CM	Su 7a-8a	-----1	:30	1	\$170.003		0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1		1				\$170.00		0.00			
E 12	All	10/26/14	10/26/14	Meet The Press Meet The Press	CM	Su 9a-10a	-----1	:30	1	\$250.003		0.00	NM	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: 10/20/14	10/26/14	-----1		1				\$250.00		0.00			
E 13	All	10/26/14	10/26/14	Eye On New Mexico Eye On New Mexico	CM	Su 5a-5p (10:00 AM-10:30 AM)	-----1	:30	1	\$85.003		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: 10/20/14	10/26/14	-----1		1				\$85.00		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	All	10/20/14-10/26/14	Eye On New Mexico		Su 5a-5p (10:00 AM-10:30 AM)	-----Su	:30		(\$85.00)		0.00	NM		
				Credited											
				[program change agency re ordering]											
E 14	All	10/22/14	10/24/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	:30	1	\$300.002		0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		1				\$300.00		0.00			
E 15	All	10/27/14	10/28/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	1	\$300.002		0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$300.00		0.00			
E 16	All	10/22/14	10/24/14	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a	--WTF--	:30	2	\$145.003		0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		2				\$145.00		0.00			
E 17	All	10/27/14	10/28/14	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a	MT-----	:30	1	\$145.003		0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$145.00		0.00			
E 18	All	10/22/14	10/24/14	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	--WTF--	:30	3	\$145.003		0.00	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3				\$145.00		0.00			
E 19	All	10/27/14	10/28/14	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	MT-----	:30	1	\$145.003		0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$145.00		0.00			
E 20	All	10/24/14	10/24/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----1--	:30	1	\$240.002		0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----1--		1				\$240.00		0.00			
E 21	All	10/27/14	10/27/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	1-----	:30	1	\$240.002		0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	1-----		1				\$240.00		0.00			
E 22	All	10/22/14	10/24/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--WTF--	:30	2	\$300.002		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: 10/20/14	10/26/14	--WTF--		2				\$300.00		0.00			

Order / Rev: 226563
 Alt Order #: 07346581
 Flight Dates: 10/22/14 - 10/28/14

Advertiser: People For Pearce
 Product Desc: PEOPLE FOR PEARCE
 Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	All	10/22/14	10/24/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--WTF--	:30	2	\$300.00	2	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: 10/20/14	10/26/14	--WTF--		2				\$300.00		0.00			
E 23	All	10/27/14	10/28/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	MT-----	:30	2	\$300.00	2	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: 10/27/14	11/02/14	MT-----		2				\$300.00		0.00			
E 24	All	10/22/14	10/24/14	The Insider 3p The Insider 3p	CM	M-F 3p-330p	--WTF--	:30	3	\$190.00	3	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3				\$190.00		0.00			
E 25	All	10/27/14	10/28/14	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MT-----	:30	1	\$190.00	3	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$190.00		0.00			
E 26	All	10/22/14	10/24/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3				\$250.00		0.00			
E 27	All	10/27/14	10/28/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$250.00		0.00			
E 28	All	10/22/14	10/24/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	3	\$325.00	3	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		3				\$325.00		0.00			
E 29	All	10/27/14	10/28/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MT-----	:30	2	\$325.00	3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$325.00		0.00			
E 30	All	10/22/14	10/24/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--WTF--	:30	1	\$790.00	2	0.00	NM	1	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		1				\$790.00		0.00			
E 31	All	10/27/14	10/28/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		1				\$750.00		0.00			
E 32	All	10/22/14	10/24/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--WTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	--WTF--		2				\$600.00		0.00			
E 33	All	10/27/14	10/28/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MT-----	:30	2	\$560.00	2	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MT-----		2				\$560.00		0.00			
E 34	All	10/25/14	10/25/14	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----1-	:30	1	\$400.00	2	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: 10/20/14	10/26/14	-----1-		1				\$400.00		0.00			
E 36	All	10/22/14	10/24/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	W-F 10p-1035p	--W-F--	:30	2	\$850.00	2	0.00	NM	2	\$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: 10/20/14	10/26/14	--W-F--		2				\$850.00		0.00			
E 37	All	10/27/14	10/27/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$800.00	2	0.00	NM	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: 10/27/14	10/27/14	1-----		1				\$800.00		0.00			

Order / Rev: 226563
 Alt Order #: 07346581
 Flight Dates: 10/22/14 - 10/28/14

Advertiser: People For Pearce
 Product Desc: PEOPLE FOR PEARCE
 Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 37	All	10/27/14	10/27/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$800.002		0.00	NM	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: 10/27/14	11/02/14	1-----		1		\$800.00		0.00					
E 38	All	10/22/14	10/24/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	--WTF--	:30	3	\$390.002		0.00	NM	3	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	--WTF--		3		\$390.00		0.00					
E 39	All	10/27/14	10/28/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$390.002		0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/27/14	11/02/14	MT-----		2		\$390.00		0.00					
E 40	All	10/24/14	10/24/14	New Mexico Gameday New Mexico Gameday	CM	F 1030p-1045p	----1--	:30	1	\$350.002		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	----1--		1		\$350.00		0.00					
E 41	All	10/25/14	10/25/14	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----1-	:30	1	\$425.003		0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	-----1-		1		\$425.00		0.00					
E 42	All	10/27/14	10/27/14	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	1-----	:30	1	\$2,600.002		0.00	NM	1	\$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: 10/27/14	11/02/14	1-----		1		\$2,600.00		0.00					
N 44	All	10/26/14	10/26/14	Eye On New Mexico Eye On New Mexico	CM	Su 5a-5p (4:00 PM-4:30 PM)	-----1	:30	1	\$85.003		0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	-----1		1		\$85.00		0.00					
N 47	All	10/24/14	10/24/14	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	\$1,100.003		0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	----F--		1		\$1,100.00		0.00					
N 48	All	10/25/14	10/25/14	Saturday Prime A Satruday Prime A	CM	Sa 7p-8p	-----S-	:30	1	\$750.003		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	-----S-		1		\$750.00		0.00					

*Tax 1 Note: ABQ 7%.

Totals 65 \$25,910.00