

ORDER



Orders
Order / Rev: 226551
Alt Order #: 07345700
Product Desc: PEOPLE FOR PEARCE
Estimate: _____
Flight Dates: 10/07/14 - 10/14/14
Original Date / Rev: 09/08/14 / 10/07/14
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	10/14/14	84	\$30,060.00	\$25,551.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	84	\$30,060.00	\$25,551.00	0.00
Totals	84	\$30,060.00	\$25,551.00	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 1	All	10/08/14	10/10/14	News 4 Today I 5a-530a	CM	W-F 5a-530a	--W-F--	:30	2	\$155.003		0.00	NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	--W-F--		2			\$155.00			0.00			
E 2	All	10/14/14	10/14/14	News 4 Today I 5a-530a	CM	M-F 5a-530a	-1-----	:30	1	\$135.003		0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1			\$135.00			0.00			
E 3	All	10/08/14	10/10/14	News 4 Today I 530a-6a	CM	W-F 530a-6a	--WTF--	:30	3	\$240.003		0.00	NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	--WTF--		3			\$240.00			0.00			
E 4	All	10/13/14	10/14/14	News 4 Today I 530a-6a	CM	M-F 530a-6a	MT-----	:30	2	\$220.003		0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MT-----		2			\$220.00			0.00			
E 5	All	10/08/14	10/10/14	News 4 Today II 6a-7a	CM	W-F 6a-7a	--WTF--	:30	3	\$430.003		0.00	NM	3	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	--WTF--		3			\$430.00			0.00			
E 6	All	10/13/14	10/14/14	News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$400.003		0.00	NM	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: 10/13/14	10/19/14	MT-----		2			\$400.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	10/08/14	10/10/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	3	\$430.003		0.00	NM	3	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--WTF--		3				\$430.00		0.00			
E 8	All	10/13/14	10/14/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	2	\$400.003		0.00	NM	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: 10/13/14	10/19/14	MT-----		2				\$400.00		0.00			
E 9	All	10/11/14	10/11/14	Saturday Today Saturday Today	CM	Sa 5a-7a	-----1-	:30	1	\$130.004		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: 10/06/14	10/12/14	-----1-		1				\$130.00		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	10/06/14-10/12/14	Saturday Today		Sa 5a-7a			-----Sa--	:30	(\$130.00)	0.00	NM		
				Credited [program not airing agency credited]											
E 10	All	10/12/14	10/12/14	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: 10/06/14	10/12/14	-----1		1				\$250.00		0.00			
E 12	All	10/08/14	10/10/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	:30	3	\$260.003		0.00	NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--WTF--		3				\$260.00		0.00			
E 13	All	10/13/14	10/14/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	2	\$260.003		0.00	NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	MT-----		2				\$260.00		0.00			
E 14	All	10/08/14	10/10/14	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a	--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: 10/06/14	10/12/14	--WTF--		3				\$145.00		0.00			
E 15	All	10/13/14	10/14/14	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a	MT-----	: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: 10/13/14	10/19/14	MT-----		2				\$145.00		0.00			
E 16	All	10/08/14	10/10/14	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: 10/06/14	10/12/14	--WTF--		3				\$145.00		0.00			
E 17	All	10/13/14	10/14/14	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	MT-----	: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: 10/13/14	10/19/14	MT-----		2				\$145.00		0.00			
E 18	All	10/10/14	10/10/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----1--	:30	1	\$160.004		0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--		1				\$160.00		0.00			
E 19	All	10/13/14	10/13/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	1-----	:30	1	\$160.004		0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	1-----		1				\$160.00		0.00			
E 20	All	10/08/14	10/10/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--WTF--	:30	2	\$225.003		0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--WTF--		2				\$225.00		0.00			
E 21	All	10/13/14	10/14/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	MT-----	:30	2	\$225.003		0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	MT-----		2				\$225.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	All	10/13/14	10/14/14	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	MT-----	:30	2	\$225.003		0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	MT-----		2		\$225.00		0.00					
E 22	All	10/08/14	10/10/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	--WTF--	:30	3	\$190.004		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: 10/06/14	10/12/14	--WTF--		3		\$190.00		0.00					
E 23	All	10/13/14	10/14/14	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MT-----	:30	2	\$190.004		0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	MT-----		2		\$190.00		0.00					
E 24	All	10/08/14	10/10/14	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	3	\$250.003		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: 10/06/14	10/12/14	--WTF--		3		\$250.00		0.00					
E 25	All	10/13/14	10/14/14	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MT-----	:30	2	\$250.003		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: 10/13/14	10/19/14	MT-----		2		\$250.00		0.00					
E 26	All	10/08/14	10/10/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--WTF--	:30	3	\$660.003		0.00	NM	3	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	--WTF--		3		\$660.00		0.00					
E 27	All	10/13/14	10/14/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	1	\$620.003		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	MT-----		1		\$620.00		0.00					
E 28	All	10/08/14	10/10/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--WTF--	:30	3	\$520.003		0.00	NM	3	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	--WTF--		3		\$520.00		0.00					
E 29	All	10/13/14	10/14/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MT-----	:30	2	\$480.003		0.00	NM	2	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	MT-----		2		\$480.00		0.00					
E 30	All	10/11/14	10/11/14	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----1-	:30	1	\$325.003		0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	-----1-		1		\$325.00		0.00					
E 31	All	10/11/14	10/11/14	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p	-----1-	:30	1	\$240.003		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: 10/06/14	10/12/14	-----1-		1		\$240.00		0.00					
E 32	All	10/08/14	10/10/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	W-F 10p-1035p	--W-F--	:30	2	\$670.003		0.00	NM	2	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	--W-F--		2		\$670.00		0.00					
E 33	All	10/13/14	10/13/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$620.003		0.00	NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	1-----		1		\$620.00		0.00					
E 34	All	10/08/14	10/10/14	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: 10/06/14	10/12/14	--WTF--		3		\$390.00		0.00					
E 35	All	10/13/14	10/14/14	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: 10/13/14	10/19/14	MT-----		2		\$390.00		0.00					

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E 35	All	10/13/14	10/14/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$390.00	2	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: 10/13/14	10/19/14	MT-----		2		\$390.00		0.00					
E 36	All	10/10/14	10/10/14	New Mexico Gameday New Mexico Gameday	CM	F 1030p-1045p	----1--	:30	1	\$350.00	2	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: 10/06/14	10/12/14	----1--		1		\$350.00		0.00					
E 37	All	10/11/14	10/11/14	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----2-	:30	2	\$360.00	4	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	-----2-		2		\$360.00		0.00					
N 40	All	10/07/14	10/09/14	Early Today M-Th 4a Early Today M-Th 4a	CM	M-Th 4a-430a	-TWT---	:30	3	\$20.00	4	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	-TWT---		3		\$20.00		0.00					
N 42	All	10/14/14	10/14/14	Tuesday Prime 2hr 8p-10p Tuesday Prime 2hr 8p-10p	CM	Tu 8p-10p	-T-----	:30	1	\$1,800.00	3	0.00	NM	1	\$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: 10/13/14	10/19/14	-T-----		1		\$1,800.00		0.00					
N 43	All	10/08/14	10/08/14	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p	--W----	:30	1	\$1,000.00	4	0.00	NM	1	\$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: 10/06/14	10/12/14	--W----		1		\$1,000.00		0.00					
N 44	All	10/10/14	10/10/14	Friday Prime 2hr 8p-10p Friday Prime 2hr 8p-10p	CM	F 8p-10p	----F--	:30	2	\$800.00	4	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	----F--		2		\$800.00		0.00					
N 45	All	10/11/14	10/11/14	Saturday Prime A Saturday Prime A	CM	Sa 7p-8p	-----S-	:30	2	\$750.00	3	0.00	NM	2	\$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: 10/06/14	10/12/14	-----S-		2		\$750.00		0.00					
N 46	All	10/09/14	10/09/14	Thursday Prime A Thursday Prime A	CM	Th 7p-8p	---T---	:30	1	\$1,000.00	4	0.00	NM	1	\$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: 10/06/14	10/12/14	---T---		1		\$1,000.00		0.00					
N 47	All	10/11/14	10/11/14	News 4 Weekend Balloon News 4 Weekend Balloon F.	CM	Sa/Su 5a-7a	-----S-	:30	1	\$210.00	3	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	-----S-		1		\$210.00		0.00					
N 48	All	10/13/14	10/13/14	Early Today M-Th 4a Early Today M-Th 4a	CM	M-Th 4a-430a	M-----	:30	1	\$20.00	4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	M-----		1		\$20.00		0.00					

*Tax 1 Note: ABQ 7%.

Totals 84 \$30,060.00