

# ORDER



**Orders**  
**Order / Rev:** 226533  
**Alt Order #:** 07345327  
**Product Desc:** PEOPLE FOR PEARCE  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 09/10/14 - 09/16/14  
**Original Date / Rev:** 09/08/14 / 09/10/14  
**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
09/01/14	09/16/14	47	\$15,100.00	\$12,835.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	47	\$15,100.00	\$12,835.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$15,100.00</b>	<b>\$12,835.00</b>	<b>0.00</b>

**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	09/10/14	09/12/14	News 4 Today I 530a-6a	CM	W-F 530a-6a	--W-F--	:30	2	\$200.00	4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	--W-F--		2				\$200.00		0.00			
E 2	All	09/15/14	09/15/14	News 4 Today I 530a-6a	CM	M-F 530a-6a	1-----	:30	1	\$180.00	4	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	1-----		1				\$180.00		0.00			
E 3	All	09/11/14	09/11/14	News 4 Today II 6a-7a	CM	W-F 6a-7a	---1---	:30	1	\$430.00	3	0.00	NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---1---		1				\$430.00		0.00			
E 4	All	09/10/14	09/12/14	M-F Today Show	CM	W-F 7a-9a	--W-F--	:30	2	\$380.00	4	0.00	NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	--W-F--		2				\$380.00		0.00			
E 5	All	09/15/14	09/15/14	M-F Today Show	CM	M-F 7a-9a	1-----	:30	1	\$350.00	4	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: 09/15/14	09/21/14	1-----		1				\$350.00		0.00			
E 6	All	09/13/14	09/13/14	Saturday Today	CM	Sa 5a-7a	-----1-	:30	1	\$110.00	5	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-		1				\$110.00		0.00			

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 Alt Order #: 07345327  
 Flight Dates: 09/10/14 - 09/16/14

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	09/13/14	09/13/14	News 4 Spec Sa 630a (1hr) News 4 Spec Sa 630a (1hr)	CM	Sa 630a-730a	-----1-	:30	1	\$140.005		0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	-----1-		1		\$140.00		0.00					
E 8	All	09/14/14	09/14/14	Sunday Today Sunday Today	CM	Su 7a-8a	-----1	:30	1	\$130.004		0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	-----1		1		\$130.00		0.00					
E 9	All	09/14/14	09/14/14	Eye On New Mexico Eye On New Mexico	CM	Su 5a-5p (4:00 PM-4:30 PM)	-----1	:30	1	\$40.005		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	-----1		1		\$40.00		0.00					
E 10	All	09/10/14	09/12/14	Good Day New Mexico 11a Good Day New Mexico 11a	CM	M-F 11a-1130a	--WTF--	:30	3	\$115.004		0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	--WTF--		3		\$115.00		0.00					
E 11	All	09/15/14	09/16/14	Good Day New Mexico 11a Good Day New Mexico 11a	CM	M-F 11a-1130a	MT-----	:30	2	\$115.004		0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	MT-----		2		\$115.00		0.00					
E 12	All	09/10/14	09/12/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--W-F--	:30	2	\$160.004		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: 09/08/14	09/14/14	--W-F--		2		\$160.00		0.00					
E 13	All	09/15/14	09/15/14	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: 09/15/14	09/21/14	1-----		1		\$160.00		0.00					
E 14	All	09/10/14	09/12/14	The Insider 3p The Insider 3p	CM	M-F 3p-330p	--WTF--	:30	3	\$190.003		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: 09/08/14	09/14/14	--WTF--		3		\$190.00		0.00					
E 15	All	09/15/14	09/16/14	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MT-----	:30	2	\$190.003		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: 09/15/14	09/21/14	MT-----		2		\$190.00		0.00					
E 16	All	09/11/14	09/11/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	---1---	:30	1	\$190.004		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: 09/08/14	09/14/14	---1---		1		\$190.00		0.00					
E 17	All	09/16/14	09/16/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	-1-----	:30	1	\$190.004		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: 09/15/14	09/21/14	-1-----		1		\$190.00		0.00					
E 18	All	09/10/14	09/12/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	W-F 6p-632p	--WTF--	:30	3	\$540.004		0.00	NM	3	\$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: 09/08/14	09/14/14	--WTF--		3		\$540.00		0.00					
E 19	All	09/15/14	09/16/14	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-----	:30	2	\$500.004		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: 09/15/14	09/21/14	MT-----		2		\$500.00		0.00					
E 20	All	09/10/14	09/12/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	W-F 630p-7p	--W-F--	:30	2	\$440.004		0.00	NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	--W-F--		2		\$440.00		0.00					
E 21	All	09/15/14	09/15/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	1-----	:30	1	\$400.004		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: 09/15/14	09/21/14	1-----		1		\$400.00		0.00					

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E 21	All	09/15/14	09/15/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	1-----	:30	1	\$400.00	4	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: 09/15/14	09/21/14	1-----		1		\$400.00		0.00					
E 22	All	09/10/14	09/12/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	W-F 10p-1035p	--W-F--	:30	2	\$575.00	4	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	--W-F--		2		\$575.00		0.00					
E 23	All	09/15/14	09/15/14	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$525.00	4	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	1-----		1		\$525.00		0.00					
E 24	All	09/10/14	09/12/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	--WTF--	:30	3	\$230.00	4	0.00	NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/14	09/14/14	--WTF--		3		\$230.00		0.00					
E 25	All	09/15/14	09/16/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$230.00	4	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/14	09/21/14	MT-----		2		\$230.00		0.00					
E 26	All	09/12/14	09/12/14	Friday Prime A Friday Prime A	CM	F 7p-8p	----1--	:30	1	\$1,100.00	3	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: 09/08/14	09/14/14	----1--		1		\$1,100.00		0.00					
E 27	All	09/16/14	09/16/14	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-1-----	:30	1	\$350.00	4	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: 09/15/14	09/21/14	-1-----		1		\$350.00		0.00					
N 28	All	09/12/14	09/12/14	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	\$800.00	4	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: 09/08/14	09/14/14	----F--		1		\$800.00		0.00					
N 29	All	09/12/14	09/12/14	Friday Prime 2hr 8p-10p Friday Prime 2hr 8p-10p	CM	F 8p-10p	----F--	:30	1	\$800.00	4	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: 09/08/14	09/14/14	----F--		1		\$800.00		0.00					
N 30	All	09/16/14	09/16/14	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	-1-----	:30	1	\$400.00	4	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: 09/15/14	09/21/14	-1-----		1		\$400.00		0.00					

\*Tax 1 Note: ABQ 7%.

Totals 47 \$15,100.00