

ORDER



Orders
Order / Rev: 227764
Alt Order #: 07384352
Product Desc: PEOPLE FOR PEARCE
Estimate: _____
Flight Dates: 09/24/14 - 09/30/14
Original Date / Rev: 09/19/14 / 09/22/14
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	09/28/14	28	\$7,865.00	\$6,685.25
09/29/14	09/30/14	12	\$2,880.00	\$2,448.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	28	\$7,865.00	\$6,685.25	0.00
October 2014	12	\$2,880.00	\$2,448.00	0.00
Totals	40	\$10,745.00	\$9,133.25	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	09/24/14	09/26/14	News 4 Today I 530a-6aCM News 4 Today I 530a-6a		W-F 530a-6a	--WTF--	:30	3	\$200.004		0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	--WTF--		3				\$200.00		0.00			
E 2	All	09/29/14	09/30/14	News 4 Today I 530a-6aCM News 4 Today I 530a-6a		M-F 530a-6a	MT-----	:30	1	\$180.004		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: 09/29/14	10/05/14	MT-----		1				\$180.00		0.00			
E 3	All	09/24/14	09/26/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--WTF--	:30	1	\$430.003		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: 09/22/14	09/28/14	--WTF--		1				\$430.00		0.00			
E 4	All	09/29/14	09/30/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	1	\$400.003		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: 09/29/14	10/05/14	MT-----		1				\$400.00		0.00			
E 5	All	09/24/14	09/26/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--WTF--	: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: 09/22/14	09/28/14	--WTF--		2				\$260.00		0.00			
E 6	All	09/29/14	09/30/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	1	\$260.003		0.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	MT-----		1				\$260.00		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 6	All	09/29/14	09/30/14	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MT-----	:30	1	\$260.003		0.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	MT-----		1				\$260.00		0.00			
E 7	All	09/24/14	09/26/14	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	--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: 09/22/14	09/28/14	--WTF--		3				\$145.00		0.00			
E 8	All	09/29/14	09/30/14	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	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: 09/29/14	10/05/14	MT-----		2				\$145.00		0.00			
E 9	All	09/24/14	09/26/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--WTF--	: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: 09/22/14	09/28/14	--WTF--		2				\$160.00		0.00			
E 10	All	09/29/14	09/30/14	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MT-----	: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: 09/29/14	10/05/14	MT-----		1				\$160.00		0.00			
E 11	All	09/24/14	09/26/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--WTF--	:30	5	\$190.004		0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	--WTF--		5				\$190.00		0.00			
E 12	All	09/29/14	09/30/14	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MT-----	: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: 09/29/14	10/05/14	MT-----		3				\$190.00		0.00			
E 13	All	09/27/14	09/27/14	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----1-	:30	1	\$250.004		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: 09/22/14	09/28/14	-----1-		1				\$250.00		0.00			
E 14	All	09/28/14	09/28/14	News 4 Spec Su (NFL-930) News 4 Special (NFL-930p)	CM	Su 930p-10p	-----1	:30	1	\$450.003		0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	-----1		1				\$450.00		0.00			
E 15	All	09/24/14	09/26/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	--WTF--	:30	3	\$310.003		0.00	NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	--WTF--		3				\$310.00		0.00			
E 16	All	09/29/14	09/30/14	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$310.003		0.00	NM	2	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/14	10/05/14	MT-----		2				\$310.00		0.00			
E 17	All	09/26/14	09/26/14	New Mexico Gameday New Mexico Gameday	CM	F 1030p-1045p	----1--	:30	1	\$275.003		0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	----1--		1				\$275.00		0.00			
E 18	All	09/24/14	09/24/14	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p	--1----	:30	1	\$1,400.003		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: 09/22/14	09/28/14	--1----		1				\$1,400.00		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	09/22/14-09/28/14	Wednesday Prime C		W 9p-10p	--W-----	:30		(\$1,400.00)		0.00	NM		
				Credited											
				[too many spots ordered agency ordering diff tpp]											
E 19	All	09/27/14	09/27/14	Saturday Prime A Saturday Prime A	CM	Sa 7p-8p	-----1-	:30	1	\$350.005		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: 09/27/14	09/27/14	-----1-		1				\$350.00		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 19	All	09/27/14	09/27/14	Saturday Prime A Satruday Prime A	CM	Sa 7p-8p	-----1-	:30	1	\$350.005		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: 09/22/14	09/28/14	-----1-		1				\$350.00		0.00			
E 20	All	09/24/14	09/26/14	M-F Today Show M-F Today Show	CM	W-F 7a-9a	--W-F--	:30	2	\$430.003		0.00	NM	2	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	--W-F--		2				\$430.00		0.00			
E 21	All	09/29/14	09/29/14	M-F Today Show M-F Today Show	CM	M-F 7a-9a	1-----	:30	1	\$400.003		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: 09/29/14	10/05/14	1-----		1				\$400.00		0.00			
E 22	All	09/28/14	09/28/14	Access Hollywood Su 11p Access Hollywood Su 11p	CM	Su 1105p-1205a	-----1	:30	1	\$50.004		0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	-----1		1				\$50.00		0.00			
E 23	All	09/28/14	09/28/14	Entertainers Sun 1205a Entertainers Sun 1205a	CM	Su 1205a-105a	-----1	:30	1	\$45.004		0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	-----1		1				\$45.00		0.00			
N 24	All	09/24/14	09/24/14	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p	--1----	:30	1	\$1,400.003		0.00	NM	1	\$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: 09/22/14	09/28/14	--1----		1				\$1,400.00		0.00			
													Totals	40	\$10,745.00