

ORDER



Orders
Order / Rev: 131892
Alt Order #:
Product Desc: Senate Majority PAC
Estimate: 4511
Flight Dates: 04/02/16 - 04/08/16
Original Date / Rev: 04/01/16 / 04/01/16
Order Type: GENERAL

WEWS

Primary AE: Erin Brody
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

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

Advertiser
Name: Senate Majority PAC
Demographic: A25-54
Product Codes: PL Non-Ballot Issue
Priority: P-2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/16	04/08/16	15	\$25,200.00	\$21,420.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	15	\$25,200.00	\$21,420.00	0.00
Totals	15	\$25,200.00	\$21,420.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Brody			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
N 1	WEWS	04/04/16	04/08/16	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	MTWTF--	:30	1	\$700.00	P-2	0.00	NM	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:		04/04/16	04/10/16	MTWTF--			1		\$700.00	0.00					
N 2	WEWS	04/04/16	04/08/16	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	2	\$800.00	P-2	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:		04/04/16	04/10/16	MTWTF--			2		\$800.00	0.00					
N 3	WEWS	04/04/16	04/08/16	M-F 9-10am M-F 9-10am	CM	9-10am	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	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:		04/04/16	04/10/16	MTWTF--			1		\$600.00	0.00					
N 4	WEWS	04/04/16	04/08/16	M-F 11am-12pm M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	1	\$500.00	P-2	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:		04/04/16	04/10/16	MTWTF--			1		\$500.00	0.00					
N 5	WEWS	04/04/16	04/07/16	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWT---	:30	2	\$800.00	P-2	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:		04/04/16	04/10/16	MTWT---			2		\$800.00	0.00					
N 6	WEWS	04/04/16	04/07/16	M-F 2-3pm M-F 2-3pm	CM	2-3pm	MTWT---	:30	1	\$600.00	P-2	0.00	NM	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:		04/04/16	04/10/16	MTWT---			1		\$600.00	0.00					

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WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WEWS	04/04/16	04/07/16	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWT---	:30	2	\$600.00	P-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:	04/04/16	04/10/16	MTWT---		2				\$600.00		0.00			
N 8	WEWS	04/04/16	04/07/16	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWT---	:30	1	\$800.00	P-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:	04/04/16	04/10/16	MTWT---		1				\$800.00		0.00			
N 9	WEWS	04/04/16	04/07/16	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWT---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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:	04/04/16	04/10/16	MTWT---		1				\$1,200.00		0.00			
N 10	WEWS	04/04/16	04/04/16	8-10pm Dancing 8-10pm Dancing	CM	8-10pm	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/04/16	04/10/16	M-----		1				\$6,000.00		0.00			
N 11	WEWS	04/07/16	04/07/16	Thursday Prime B Thursday Prime B	CM	9-10pm	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/04/16	04/10/16	---T---		1				\$10,000.00		0.00			
N 12	WEWS	04/02/16	04/02/16	SA 8-10am News SA 8-10am News	CM	8-10am	-----S-	:30	1	\$400.00	P-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:	03/28/16	04/03/16	-----S-		1				\$400.00		0.00			
Totals													15	\$25,200.00	