

# 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
<b>Totals</b>	<b>15</b>	<b>\$25,200.00</b>	<b>\$21,420.00</b>	<b>0.00</b>

**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