

# ORDER



**Orders**  
**Order / Rev:** 346328  
**Alt Order #:** 08288841  
**Product Desc:** PRIORITIES USA 4558  
**Estimate:** 4558  
**Flight Dates:** 09/27/16 - 10/03/16  
**Original Date / Rev:** 09/26/16 / 09/26/16  
**Order Type:** GENERAL

*Revision*

**WGHP-TV**  
**Primary AE:** Jamie Andrus  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** Targeted Platform Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 1291 Hollywood Ave  
 Annapolis, MD 21403

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

**Advertiser Name:** Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL4.b  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-PAC

**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
09/26/16	10/03/16	18	\$30,700.00	\$26,095.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	18	\$30,700.00	\$26,095.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$30,700.00</b>	<b>\$26,095.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGHP-TV	28%	\$30,700.00
Market	100%	\$109,642.86

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$1,096.43
WFMY	28%	\$30,700.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	5%	\$5,482.14
WUNL	0%	\$0.00
WXII	29%	\$31,796.43
WXLV	9%	\$9,867.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/27/16	10/03/16	M-F 10p-11p TU-F,M 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTF--	:30	2	\$1,200.00	002	0.00	NM	2	\$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: 09/27/16	10/03/16	MTWTF--		2				\$1,200.00		0.00			
2	8	09/27/16	10/03/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	:30	2	\$200.00	002	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: 09/27/16	10/03/16	MTWTF--		2				\$200.00		0.00			

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Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA 4558  
 Estimate: 4558  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	09/27/16	10/03/16	M-F 430p-5p TU-F,M 430p-5p	CM	4:30 PM-5:00 PM	MTWTF--	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/27/16	10/03/16	MTWTF--		2		\$350.00		0.00					
4	8	09/27/16	10/03/16	M-F 530p-6p TU-F,M 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$800.00	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: 09/27/16	10/03/16	MTWTF--		1		\$800.00		0.00					
5	8	09/27/16	10/03/16	M-F 8a-9a TU-F,M 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	2	\$500.00	2	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: 09/27/16	10/03/16	MTWTF--		2		\$500.00		0.00					
6	8	09/27/16	10/03/16	M-F 8a-9a TU-F,M 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	2	\$500.00	2	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: 09/27/16	10/03/16	MTWTF--		2		\$500.00		0.00					
7	8	09/27/16	10/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	PMTWT---	:30	2	\$200.00	2	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: 09/27/16	10/03/16	MTWT---		2		\$200.00		0.00					
9	8	10/02/16	10/02/16	NFL Reg Ssn Local Tm PANTHERS vs FALCONS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$20,000.00	2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/26/16	10/02/16	-----1		1		\$20,000.00		0.00					
10	8	10/02/16	10/02/16	M-Su 10p-11p SUN 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-----1	:30	1	\$1,200.00	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: 09/26/16	10/02/16	PI-----1		1		\$1,200.00		0.00					
11	8	09/27/16	09/27/16	Tuesday Prime Hour 1 BROOKLYN 9-9/NEW GIRL	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-1-----	:30	1	\$1,200.00	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: 09/26/16	10/02/16	-1-----		1		\$1,200.00		0.00					
12	8	09/29/16	09/29/16	Thursday Prime Hour 2 PITCH	CM	9:00 PM-10:00 PM	---1---	:30	1	\$1,200.00	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: 09/26/16	10/02/16	---1---		1		\$1,200.00		0.00					
E 13	8	09/30/16	09/30/16	Friday Prime Hour 2 EXORCIST	CM	9p-10p	----F--	:30	1	\$400.00	3	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: 09/26/16	10/02/16	----F--		1		\$400.00		0.00					
													Totals	18	\$30,700.00