

ORDER

WGHP-TV

Orders

Order / Rev: 346336
Alt Order #: 08289066
Product Desc: PRIORITIES USA 4559
Estimate: 4559
Flight Dates: 10/04/16 - 10/10/16
Original Date / Rev: 09/27/16 / 09/27/16
Order Type: GENERAL

Revision

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	10/10/16	22	\$12,250.00	\$10,412.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	22	\$12,250.00	\$10,412.50	0.00
Totals	22	\$12,250.00	\$10,412.50	0.00

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%	\$12,250.00
Market	100%	\$43,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$437.50
WFMY	28%	\$12,250.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	5%	\$2,187.50
WUNL	0%	\$0.00
WXII	29%	\$12,687.50
WXLV	9%	\$3,937.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/04/16	10/10/16	M-F 10p-11p TU-F,M 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	MTWTF--	:30	2	\$1,200.00	02	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:		10/04/16	10/10/16	MTWTF--			2		\$1,200.00		0.00				
2	8	10/04/16	10/10/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	:30	2	\$200.00	02	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:		10/04/16	10/10/16	MTWTF--			2		\$200.00		0.00				

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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA 4559
 Estimate: 4559
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	10/04/16	10/10/16	M-F 430p-5p TU-F,M 430p-5p	CM	4:30 PM-5:00 PM	MTWTF--	:30	2	\$350.00	02	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:		10/04/16	10/10/16	MTWTF--			2		\$350.00	0.00					
4	8	10/04/16	10/10/16	M-F 530p-6p TU-F,M 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$800.00	02	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:		10/04/16	10/10/16	MTWTF--			2		\$800.00	0.00					
N 5	8	10/04/16	10/10/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	MTWTF--	:30	2	\$375.00	02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/04/16	10/10/16	MTWTF--			2		\$375.00	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>		
2	8	10/04/16-10/10/16		M-F 7p-730p		7:00 PM-7:30 PM	MTWThF----	:30		(\$375.00)		0.00	NM		
Credited															
6	8	10/04/16	10/10/16	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	02	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:		10/04/16	10/10/16	MTWTF--			2		\$500.00	0.00					
7	8	10/04/16	10/10/16	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	02	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:		10/04/16	10/10/16	MTWTF--			2		\$500.00	0.00					
8	8	10/04/16	10/10/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	PMTWT---	:30	2	\$200.00	02	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:		10/04/16	10/10/16	MTWT---			2		\$200.00	0.00					
9	8	10/08/16	10/08/16	Late Run News Late Run News	CM	11:00 PM-12:00 AM (11:00 PM-12:00 AM)	XI-----1-	:30	1	\$400.00	02	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:		10/03/16	10/09/16	-----1-			1		\$400.00	0.00					
10	8	10/09/16	10/09/16	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	02	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:		10/03/16	10/09/16	-----1			1		\$1,200.00	0.00					
11	8	10/04/16	10/04/16	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	02	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:		10/03/16	10/09/16	-1-----			1		\$1,200.00	0.00					
12	8	10/06/16	10/06/16	Thursday Prime Hour 2 PITCH	CM	9:00 PM-10:00 PM	---1---	:30	1	\$1,200.00	02	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:		10/03/16	10/09/16	---1---			1		\$1,200.00	0.00					
N 13	8	10/04/16	10/07/16	M-F 430a-5a TU-F 430a-5a	CM	430a-5a	-TWTF--	:30	1	\$50.00	02	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:		10/03/16	10/09/16	-TWTF--			1		\$50.00	0.00					
N 14	8	10/09/16	10/09/16	Su 11p-1130p IN DEPTH	CM	11p-1130p	-----S	:30	1	\$200.00	02	0.00	NM	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:		10/03/16	10/09/16	-----S			1		\$200.00	0.00					
N 15	8	10/09/16	10/09/16	Su 1130p-1230a TMZ	CM	1130p-1230a	-----S	:30	1	\$125.00	02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	-----S			1		\$125.00	0.00					
Totals														22	\$12,250.00