

ORDER



Orders
Order / Rev: 396338
Alt Order #: 08415967
Product Desc: SEN MAJ PAC 5663
Estimate: 5663
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/28/16 / 10/28/16
Order Type: GENERAL

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser
Name: Senate Majority PAC
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
10/31/16	11/07/16	69	\$66,100.00	\$56,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	69	\$66,100.00	\$56,185.00	0.00
Totals	69	\$66,100.00	\$56,185.00	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

Order Share	Share	Total
WGHP-TV	25%	\$66,100.00
Market	100%	\$264,400.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	25%	\$66,100.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	4%	\$10,576.00
WUNL	0%	\$0.00
WXII	40%	\$105,760.00
WXLV	6%	\$15,864.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	11/01/16	11/07/16	M-F 1p-2p WENDY	CM	1:00 PM-2:00 PM	-TWTF--	:30	3	\$400.00	02	0.00	NM	3	\$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:		11/01/16	11/07/16	-TWTF--			3		\$400.00		0.00				
2	8	11/01/16	11/07/16	M-F 10p-11p TU-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-TWTF--	:30	1	\$2,500.00	02	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			1		\$2,500.00		0.00				

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WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	11/01/16	11/07/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	-TWTF--	:30	3	\$400.00	02	0.00	NM	3	\$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:		11/01/16	11/07/16	-TWTF--			3		\$400.00		0.00				
4	8	11/01/16	11/07/16	M-Su 10p-11p TU-F 1030p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI-TWTF--	:30	1	\$2,500.00	02	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			1		\$2,500.00		0.00				
5	8	11/01/16	11/07/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM	PI-TWTF--	: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:		11/01/16	11/07/16	-TWTF--			2		\$200.00		0.00				
6	8	11/01/16	11/07/16	M-F 12p-1p TU-F 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	PI-TWTF--	:30	1	\$600.00	02	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:		11/01/16	11/07/16	-TWTF--			1		\$600.00		0.00				
7	8	11/01/16	11/07/16	M-F 12p-1p TU-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PI-TWTF--	:30	2	\$600.00	02	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:		11/01/16	11/07/16	-TWTF--			2		\$600.00		0.00				
N 8	8	11/01/16	11/07/16	M-F 2p-3p THE REAL	CM	2:00 PM-3:00 PM	-TWTF--	:30	2	\$200.00	02	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:		11/01/16	11/07/16	-TWTF--			2		\$200.00		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	8	11/01/16-11/07/16	M-F 2p-3p			2:00 PM-3:00 PM	-TWThF----	:30		(\$200.00)		0.00	NM		
Credited															
2	8	11/01/16-11/07/16	M-F 2p-3p			2:00 PM-3:00 PM	-TWThF----	:30		(\$200.00)		0.00	NM		
Credited															
9	8	11/01/16	11/07/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	-TWTF--	:30	5	\$500.00	02	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			5		\$500.00		0.00				
10	8	11/01/16	11/07/16	M-F 4p-430p TU-F 4p-430p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	-TWTF--	:30	5	\$700.00	02	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			5		\$700.00		0.00				
11	8	11/01/16	11/07/16	M-F 430p-5p TU-F 430p-5p	CM	4:30 PM-5:00 PM	-TWTF--	:30	2	\$700.00	02	0.00	NM	2	\$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:		11/01/16	11/07/16	-TWTF--			2		\$700.00		0.00				
12	8	11/01/16	11/07/16	M-F 5p-530p TU-F 5p-530p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			2		\$1,500.00		0.00				
13	8	11/01/16	11/07/16	M-F 530p-6p TU-F 530p-6p	CM	5:30 PM-6:00 PM	-TWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			2		\$1,500.00		0.00				
14	8	11/01/16	11/07/16	M-F 630p-7p TU-F 630p-7p	CM	630p-7p	-TWTF--	:30	1	\$1,800.00	02	0.00	NM	1	\$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:		11/01/16	11/07/16	-TWTF--			1		\$1,800.00		0.00				
15	8	11/01/16	11/07/16	M-F 6a-7a TU-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-TWTF--	:30	4	\$950.00	02	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/16	11/07/16	-TWTF--			4		\$950.00		0.00				
16	8	11/01/16	11/07/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	3	\$950.00	02	0.00	NM	3	\$2,850.00

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 WGHP-TV

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16	8	11/01/16	11/07/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	3	\$950.00	02	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	11/01/16	11/07/16	-TWTF--		3		\$950.00	0.00						
N 17	8	11/01/16	11/07/16	M-F 7p-730p CLEEB NAME GAME	CM	7:00 PM-7:30 PM	-TWTF--	:30	1	\$600.00	02	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:	11/01/16	11/07/16	-TWTF--		1		\$600.00	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	8	11/01/16-11/07/16	M-F 7p-730p		7:00 PM-7:30 PM	-TWThF----	:30	(\$600.00)	0.00	NM				
	Credited														
18	8	11/01/16	11/07/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	3	\$950.00	02	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	11/01/16	11/07/16	-TWTF--		3		\$950.00	0.00						
N 19	8	11/01/16	11/07/16	M-F 730p-8p ACCESS HOLYWOOD	CM	7:30 PM-8:00 PM	-TWTF--	:30	1	\$600.00	02	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:	11/01/16	11/07/16	-TWTF--		1		\$600.00	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	8	11/01/16-11/07/16	M-F 730p-8p		7:30 PM-8:00 PM	-TwThF----	:30	(\$600.00)	0.00	NM				
	Credited														
20	8	11/01/16	11/07/16	M-F 8a-9a TU-F 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-TWTF--	:30	5	\$800.00	02	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	11/01/16	11/07/16	-TWTF--		5		\$800.00	0.00						
21	8	11/01/16	11/07/16	M-F 8a-9a TU-F 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	:30	4	\$800.00	02	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	11/01/16	11/07/16	-TWTF--		4		\$800.00	0.00						
N 22	8	11/01/16	11/07/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	:30	3	\$600.00	02	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:	11/01/16	11/07/16	-TWTF--		3		\$600.00	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	8	11/01/16-11/07/16	M-F 9a-10a		9:00 AM-9:30 AM	9:00 AM-9:30 A-TwThF----	:30	(\$600.00)	0.00	NM				
	Credited														
	2	8	11/01/16-11/07/16	M-F 9a-10a		9:00 AM-9:30 AM	9:00 AM-9:30 A-TwThF----	:30	(\$600.00)	0.00	NM				
	Credited														
	3	8	11/01/16-11/07/16	M-F 9a-10a		9:00 AM-9:30 AM	9:00 AM-9:30 A-TwThF----	:30	(\$600.00)	0.00	NM				
	Credited														
N 23	8	11/01/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	2	\$600.00	02	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:	11/01/16	11/07/16	MTWTF--		2		\$600.00	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	8	11/01/16-11/07/16	M-F 9a-10a		9:30 AM-10:00 AM	9:30 AM-10:00 MTWThF----	:30	(\$600.00)	0.00	NM				
	Credited														
	2	8	11/01/16-11/07/16	M-F 9a-10a		9:30 AM-10:00 AM	9:30 AM-10:00 MTWThF----	:30	(\$600.00)	0.00	NM				
	Credited														
24	8	11/01/16	11/07/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	PI-TWT---	:30	4	\$400.00	02	0.00	NM	4	\$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:	11/01/16	11/07/16	-TWT---		4		\$400.00	0.00						
25	8	11/01/16	11/07/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	XI-TWT---	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	11/01/16	11/07/16	-TWT---		4		\$200.00	0.00						

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26	8	11/01/16	11/07/16	M-F 12a-1a SEINFELD/INSIDER	CM	12:00 AM-1:00 AM-TWT---		:30	4	\$150.0002		0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	-TWT---		4			\$150.00			0.00			
27	8	11/01/16	11/01/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM-1----- (8:00 PM-11:00 PM)		:30	1	\$5,000.0002		0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-1-----		1			\$5,000.00			0.00			
28	8	11/02/16	11/02/16	Wednesday Prime Hour EMPIRE	CM	9:00 PM-10:00 PM--1----		:30	1	\$12,000.0002		0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	--1----		1			\$12,000.00			0.00			
N 39	8	11/01/16	11/07/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM--111-- (9:00 AM-9:30 AM)		:30	3	\$800.0002		0.00	NM	3	\$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:		11/01/16	11/07/16	--111--		3			\$800.00			0.00			
N 40	8	11/01/16	11/07/16	M-F 9a-10a M-F 930a-10a	CM	9:30 AM-10:00 AM---1--- (9:30 AM-10:00 AM)		:30	1	\$800.0002		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:		11/01/16	11/07/16	---1---		1			\$800.00			0.00			
N 41	8	11/01/16	11/07/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM---T---		:30	1	\$1,200.0002		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:		11/01/16	11/07/16	---T---		1			\$1,200.00			0.00			
N 42	8	11/01/16	11/07/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM--W----		:30	1	\$200.0002		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:		11/01/16	11/07/16	--W----		1			\$200.00			0.00			
													Totals	69	\$66,100.00