

ORDER



WGTU

Orders
Order / Rev: 391917
Alt Order #: 07716145
Product Desc: SAFE ROADS YES
Estimate:
Flight Dates: 04/04/15 - 04/10/15
Original Date / Rev: 03/30/15 / 04/03/15
Order Type: GENERAL

Primary AE: HRP HRP-Washington DC
Sales Office: HRPDC
Sales Region: NAT

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 N Ft Myer Dr Ste 400
 Arlington, VA 22209

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

Advertiser
Name: Safe Road Yes
Demographic: A21-49
Product Codes: PL Advocacy
Priority: POL-2
Revenue Codes: AGY, Political, Political Issue

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
03/30/15	04/09/15	11	\$540.00	\$459.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	11	\$540.00	\$459.00	0.00
Totals	11	\$540.00	\$459.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Washington DC	HRPDC	NAT	Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGTU	3%	\$540.00
Market	100%	\$18,000.00

Competitive Share

	Share	Total
ABVC	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCMV	0%	\$0.00
WCMW	0%	\$0.00
WFQX	3%	\$540.00
WFBX	0%	\$0.00
WGTQ	0%	\$0.00
WPBN	42%	\$7,560.00
WTOM	0%	\$0.00
WWTU	52%	\$9,360.00
WWUP	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGTU	04/08/15	04/08/15	GMA Good Morning America	CM	7:00 AM-9:00 AM	--1----	:30	1	\$100.00	POL-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/06/15	04/12/15	--1----			1		\$100.00		0.00				
E 2	WGTU	04/06/15	04/08/15	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	M-W----	:30	2	\$100.00	POL-1	0.00	NM	2	\$200.00

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Advertiser: Safe Road Yes
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 Estimate:

WGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WGTV	04/06/15	04/08/15	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	M-W----	:30	2	\$100.00	POL-	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/06/15	04/12/15	M-W----	2		\$100.00	0.00							
E 3	WGTV	04/07/15	04/09/15	M-F Late News Late News	CM	11:00 PM-11:35 PM	-T-T---	:30	2	\$60.00	POL-	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/06/15	04/12/15	-T-T---	2		\$60.00	0.00							
E 4	WGTV	04/06/15	04/09/15	JIMMY KIMMEL Jimmy Kimmel	CM	11:35 PM-12:35 AM	MTWT---	:30	4	\$20.00	POL-	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/06/15	04/12/15	MTWT---	4		\$20.00	0.00							
E 5	WGTV	04/07/15	04/09/15	NIGHTLINE Nightline	CM	12:35 AM-1:35 AM	-T-T---	:30	2	\$20.00	POL-	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/06/15	04/12/15	-T-T---	2		\$20.00	0.00							
Totals													11	\$540.00	