

ORDER



Orders
Order / Rev: 168771
Alt Order #:
Product Desc: Senate Majority PAC
Estimate: 5055
Flight Dates: 07/19/16 - 07/25/16
Original Date / Rev: 07/15/16 / 07/15/16
Order Type: GENERAL

Primary AE: Sharon Painter
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-3
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: 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
06/27/16	07/25/16	27	\$48,000.00	\$40,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	27	\$48,000.00	\$40,800.00	0.00
Totals	27	\$48,000.00	\$40,800.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sharon Painter			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	WFTS	07/19/16	07/25/16	M-F 6-7am News M-F 6-7am News	CM	6-7am	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/16	07/25/16	MTWTF--			2		\$1,000.00		0.00				
N 2	WFTS	07/19/16	07/25/16	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/16	07/25/16	MTWTF--			2		\$1,800.00		0.00				
N 3	WFTS	07/23/16	07/23/16	SA 7-8am News SA 7-8am News	CM	7-8am	-----S-	:30	1	\$400.00	P-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:		07/19/16	07/25/16	-----S-			1		\$400.00		0.00				
N 4	WFTS	07/24/16	07/24/16	SU 6-7am News SU 6-7am News	CM	6-7am	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/16	07/25/16	-----S			1		\$300.00		0.00				
N 5	WFTS	07/24/16	07/24/16	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/16	07/25/16	-----S			1		\$900.00		0.00				
N 6	WFTS	07/19/16	07/25/16		CM	12-1pm	MTWTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00

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Advertiser: Senate Majority PAC
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WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1pm											
				M-F 12-1pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTF--					2	\$450.00		0.00			
N 7	WFTS	07/19/16	07/25/16	M-F 1-2pm	CM	1-2pm	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
				M-F 1-2pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTF--					2	\$600.00		0.00			
N 8	WFTS	07/19/16	07/25/16	M-F 2-3pm	CM	2-3pm	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				M-F 2-3pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTF--					2	\$1,000.00		0.00			
N 9	WFTS	07/19/16	07/25/16	M-F 4-5pm	CM	4-5pm	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
				M-F 4-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTF--					3	\$500.00		0.00			
N 10	WFTS	07/19/16	07/25/16	M-F 5-530pm News	CM	5-530pm	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				M-F 5-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTF--					3	\$1,000.00		0.00			
N 11	WFTS	07/24/16	07/24/16	SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				SU 6-630pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	-----S					1	\$1,000.00		0.00			
N 12	WFTS	07/19/16	07/19/16	Republican Convention	CM	10-11pm	-T-----	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
				Republican Convention											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	-T-----					1	\$7,500.00		0.00			
N 13	WFTS	07/25/16	07/25/16	8-10p Bachelor/Bacheloret	CM	8-10pm	M-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
				8-10p Bachelor/Bacheloret											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	M-----					1	\$9,000.00		0.00			
N 14	WFTS	07/20/16	07/20/16	Republican Convention	CM	10-11pm	--W----	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
				Republican Convention											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	--W----					1	\$7,500.00		0.00			
N 15	WFTS	07/19/16	07/25/16	M-SU 11-1135pm	CM	11-1135pm	MTWTFSS	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				M-SU 11-1135pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	MTWTFSS					2	\$1,800.00		0.00			
N 16	WFTS	07/23/16	07/23/16	SA 11-1135pm News	CM	11-1135pm	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				SA 11-1135pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	-----S-					1	\$1,800.00		0.00			
N 17	WFTS	07/24/16	07/24/16	SU 11-1135pm News	CM	11-1135pm	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				SU 11-1135pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/16	07/25/16	-----S					1	\$1,800.00		0.00			
													Totals	27	\$48,000.00