

## ORDER



WJW-TV

**Orders**  
**Order / Rev:** 326073  
**Alt Order #:** 08249210  
**Product Desc:** PRIORITIES USA ACTIO  
**Estimate:** 4644  
**Flight Dates:** 05/24/16 - 05/27/16  
**Original Date / Rev:** 05/16/16 / 05/16/16  
**Order Type:** GENERAL

**Primary AE:** Justin Votta  
**Sales Office:** NPHL  
**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:** 03  
**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
04/25/16	05/27/16	39	\$53,700.00	\$45,645.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2016	39	\$53,700.00	\$45,645.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$53,700.00</b>	<b>\$45,645.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJW-TV	37%	\$53,700.00
Market	100%	\$145,135.14

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	21%	\$30,478.38
WGGN	0%	\$0.00
WKYC	18%	\$26,124.32
WMFD	0%	\$0.00
WOIO	23%	\$33,381.08
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	1%	\$1,451.35
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	05/24/16	05/27/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$1,000.0003		0.00	NM	3	\$3,000.00

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 Product Desc: PRIORITIES USA ACTIO  
 Estimate: 4644

WJW-TV

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E 1	8	05/24/16	05/27/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$1,000.00	03	0.00	NM	3	\$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: 05/24/16	05/30/16	-TWTF--		3			\$1,000.00	0.00					
E 2	8	05/24/16	05/27/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$1,000.00	03	0.00	NM	3	\$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: 05/24/16	05/30/16	-TWTF--		3			\$1,000.00	0.00					
E 3	8	05/24/16	05/27/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$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: 05/24/16	05/30/16	-TWTF--		3			\$1,200.00	0.00					
E 4	8	05/24/16	05/27/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$1,500.00	03	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,500.00	0.00					
E 5	8	05/24/16	05/27/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	3	\$1,400.00	03	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,400.00	0.00					
E 6	8	05/24/16	05/27/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	4	\$1,500.00	03	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		4			\$1,500.00	0.00					
E 7	8	05/24/16	05/27/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	MTWTF--	:30	3	\$1,400.00	03	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,400.00	0.00					
E 8	8	05/24/16	05/27/16	M-F 7a-8a FOX 8 News In The Morning	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	4	\$1,500.00	03	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		4			\$1,500.00	0.00					
E 9	8	05/24/16	05/27/16	M-F 7a-8a FOX 8 News In The Morning	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$1,500.00	03	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,500.00	0.00					
E 10	8	05/24/16	05/27/16	M-F 8a-9a FOX 8 News @ 8a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$1,500.00	03	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,500.00	0.00					
E 11	8	05/24/16	05/27/16	M-F 9a-10a FOX 8 News @ 9a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	MTWTF--	:30	4	\$1,200.00	03	0.00	NM	4	\$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: 05/24/16	05/30/16	-TWTF--		4			\$1,200.00	0.00					
E 12	8	05/24/16	05/27/16	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTFSS	:30	3	\$1,800.00	03	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 05/24/16	05/30/16	-TWTF--		3			\$1,800.00	0.00					
													Totals	39	\$53,700.00