

**ORDER****WWLP Springfield****Orders****Order / Rev:** 963764**Alt Order #:****Product Desc:** 11/3-11/8/16 addl**Estimate:****Flight Dates:** 11/03/16 - 11/08/16**Original Date / Rev:** 11/02/16 / 11/02/16**Order Type:** REG**Primary AE:****Sales Office:****Sales Region:**

WWLP Local House

L-SPR

Loc

**Agency****Name:** Market Mentors**Buying Contact:****Billing Contact:**

30 Capital Drive

West Springfield, MA 01089

**Billing Type:****Billing Calendar:****Billing Cycle:****Agency Commission:**

Cash

Broadcast

EOM/EOC

15%

**Advertiser****Name:** POL/Eric Lesser State Senate**Demographic:****Product Codes:****Priority:****Revenue Codes:**

HH

PL5

P5

AGY, POL, POL-CAND

**New Business Thru:****Order Separation:****Advertiser External ID:****Agency External ID:****Unit Code:**

00:15:00

SP5029

General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/06/16	13	\$3,450.00	\$2,932.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	13	\$3,450.00	\$2,932.50	0.00
<b>Totals</b>	<b>13</b>	<b>\$3,450.00</b>	<b>\$2,932.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WWLP Local House			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	WWLP	11/03/16	11/04/16	M-F 6-7a 22 News @ 6am	CM	6-7am	---11--	:30	2	\$225.00	P5	0.00	NM	2	\$450.00
		<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	---11--		2				\$225.00		0.00			
N 2	WWLP	11/03/16	11/04/16	Today Show M-F Today Show	CM	7-9a	---11--	:30	2	\$200.00	P5	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: 10/31/16	11/06/16	---11--		2				\$200.00		0.00			
N 3	WWLP	11/03/16	11/04/16	M-F 5-530p News 22 @5p	CM	5-530p	---11--	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<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	---11--		2				\$275.00		0.00			
N 4	WWLP	11/03/16	11/04/16	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	---11--	:30	2	\$300.00	P5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---11--		2				\$300.00		0.00			
N 5	WWLP	11/03/16	11/04/16	M-F 7-8p M-F 7-8p	CM	7-8p	---11--	:30	2	\$275.00	P5	0.00	NM	2	\$550.00
		<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	---11--		2				\$275.00		0.00			
N 6	WWLP	11/03/16	11/06/16	PR Prime Rotator	CM	M-Sa 8-11p/Su 7-1	---TFSS	:30	3	\$300.00	P6	0.00	NM	3	\$900.00
		<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	---TFSS		3				\$300.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Totals														13	\$3,450.00

Client: Eric Leser for State Senate  
Product:  
Campaign: 2016 General Additional

## Station Order

Market Mentors, LLC  
30 Capital Drive, Suite C  
West Springfield, MA 01089  
P: 413-787-1133

Rev #: 0  
Flight From: 11/03/2016 to 11/08/2016

Estimate No.:  
Contract No.:  
Job No.:  
Buyer Name: Michelle Abdow  
Sweeps: Share May 2016 -> HUT/PUT May 16

Actg. Order No.: 186  
WS Order No.: 5075  
Contract No.:

Market: SPRINGFIELD-HOLYOKE  
Station: WWLP  
Station Contact: Brenda McGiverin

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Primary Rate/ Total	Oct 31	Nov 07	Total Spots
1	MTWRF-- 06:00A-07:00A	ROT 30	22 NWS-6A	\$225.00	2	.	2
2	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	\$450.00 \$200.00	2	.	2
3	MTWRF-- 05:00P-05:30P	EN 30	22 NWS AT FIVE	\$400.00 \$275.00	2	.	2
4	MTWRF-- 05:30P-07:00P	EN 30	22 NWS-5:30P	\$550.00 \$300.00	2	.	2
5	MTWRF-- 07:00P-08:00P	PA 30	WHEEL/JEP	\$600.00 \$275.00	2	.	2
6	MTWRF-- 08:00P-11:00P	DT 30	PRIME ROTATOR	\$550.00 \$300.00 \$900.00	3	.	3
				\$3,450.00	13	.	13

Month	Spots	Dollars
Nov	13	\$3,450.00
	13	\$3,450.00

Comments

Date: 11/02/2016

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Time: 1:42p

Advertiser: Eric Leser for State Senate  
Campaign: 2016 General Additional

**Station Order**  
SPRINGFIELD-HOLYOKE - TV

Station: WWLP

Comments

Campaign Remarks:

\*\* CUTOFF 12 NOON on 11/8/16

Station agrees that while Market Mentors is acting as an agent for the advertiser, the advertiser will be responsible for payment. Please send confirmation and invoices to market Mentors. Please provide upgrades whenever available. Notarized affidavits and co-op scripts must accompany all invoices. All spots must run inschedule and will be credited if they run out of daypart. Unauthorized makegoods will not be accepted. All spots must have 20 minute competitive separation. All orders are subject to cancellation.

Advertiser Remarks:

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By: \_\_\_\_\_