

# ORDER



**Orders**  
**Order / Rev:** 1564036  
**Alt Order #:** 08988559  
**Product Desc:** NOT ONE PENNY  
**Estimate:** 5155  
**Flight Dates:** 03/14/18 - 03/17/18  
**Original Date / Rev:** 03/12/18 / 03/12/18  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser Name:** Not One Penny / ISS  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P02-FTB  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 112543  
**Agency External ID:** 20381AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/17/18	10	\$3,155.00	\$2,681.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	10	\$3,155.00	\$2,681.75	0.00
<b>Totals</b>	<b>10</b>	<b>\$3,155.00</b>	<b>\$2,681.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WLBZ	48%	\$3,155.00
Market	100%	\$6,572.92

**Competitive Share**

	Share	Total
ABAN	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WABI	0%	\$0.00
WBGR	0%	\$0.00
WMEB	0%	\$0.00
WMED	0%	\$0.00
WPFO	3%	\$197.19
WVII	49%	\$3,220.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLBZ	03/14/18	03/14/18	Today Show Today Show	CM	Today Show	--W----	:15/:15	1	\$270.00	P02-F	0.00	BK	1	\$270.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	03/12/18	03/18/18	--W----		1		\$270.00		0.00					
N 2	WLBZ	03/17/18	03/17/18	Local News @ 6a Sa Sat Morning Report	CM	6a-7a	-----S-	:15/:15	1	\$200.00	P02-F	0.00	BK	1	\$200.00

Order / Rev: 1564036  
 Alt Order #: 08988559  
 Flight Dates: 03/14/18 - 03/17/18

Advertiser: Not One Penny / ISS  
 Product Desc: NOT ONE PENNY  
 Estimate: 5155

WLBZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS CENTER MORN.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	-----S-					1	\$200.00		0.00			
N 3	WLBZ	03/15/18	03/15/18	Today Show	CM	Today Show	---T---	:15/:15	1	\$270.00	P02-F	0.00	BK	1	\$270.00
		Today Show													
		TODAY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	---T---					1	\$270.00		0.00			
N 4	WLBZ	03/16/18	03/16/18	Today Show	CM	Today Show	----F--	:15/:15	1	\$270.00	P02-F	0.00	BK	1	\$270.00
		Today Show													
		TODAY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	----F--					1	\$270.00		0.00			
N 5	WLBZ	03/16/18	03/16/18	Days of Our Lives	CM	1p-2p	----F--	:15/:15	1	\$200.00	P02-F	0.00	BK	1	\$200.00
		Days of Our Lives													
		DAYS OF OUR LIVES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	----F--					1	\$200.00		0.00			
N 6	WLBZ	03/15/18	03/15/18	Dr. Phil 4-5p	CM	4-5p	---T---	:15/:15	1	\$250.00	P02-F	0.00	BK	1	\$250.00
		M-F 4-5p													
		DR. PHIL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	---T---					1	\$250.00		0.00			
N 7	WLBZ	03/14/18	03/14/18	Local News @ 6p M-F	CM	6-630p	--W----	:15/:15	1	\$700.00	P02-F	0.00	BK	1	\$700.00
		Local News @ 6p M-F													
		NEWS CENTER AT 6P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	--W----					1	\$700.00		0.00			
N 8	WLBZ	03/16/18	03/16/18	Local News @ 6p M-F	CM	6-630p	----F--	:15/:15	1	\$700.00	P02-F	0.00	BK	1	\$700.00
		Local News @ 6p M-F													
		NEWS CENTER AT 6P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	----F--					1	\$700.00		0.00			
N 9	WLBZ	03/15/18	03/15/18	Local News @ 11p M-F	CM	11-1135p	---T---	:15/:15	1	\$220.00	P02-F	0.00	BK	1	\$220.00
		NEWS CENTER at 11 (M-F)													
		NEWS CENTER 2 AT 11P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	---T---					1	\$220.00		0.00			
N 10	WLBZ	03/14/18	03/14/18	Tonight Show	CM	1135p-1237a	--W----	:15/:15	1	\$75.00	P02-F	0.00	BK	1	\$75.00
		Tonight Show													
		TONIGHT SHOW-FALLON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/18	03/18/18	--W----					1	\$75.00		0.00			
													Totals	10	\$3,155.00