

# ORDER



**Orders**  
**Order / Rev:** 1282314  
**Alt Order #:** 08338684  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 5143  
**Flight Dates:** 08/12/16 - 08/18/16  
**Original Date / Rev:** 08/02/16 / 08/02/16  
**Order Type:** Political

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

**Agency Name:** Waterfront Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street NW Suite 100  
 Washington, DC 20007

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

**Advertiser Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P02-FTB  
**Revenue Codes:** AGY, (POL) Political, (POL) Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 38241  
**Agency External ID:** 10957AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/18/16	77	\$22,030.00	\$18,725.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	77	\$22,030.00	\$18,725.50	0.00
<b>Totals</b>	<b>77</b>	<b>\$22,030.00</b>	<b>\$18,725.50</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	34%	\$22,030.00
Market	100%	\$64,794.12

**Competitive Share**

	Share	Total
ABAN	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WABI	47%	\$30,453.24
WBGR	0%	\$0.00
WMEB	0%	\$0.00
WMED	0%	\$0.00
WPFO	3%	\$1,943.82
WVII	16%	\$10,367.06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLBZ	08/12/16	08/18/16	Olympics Weekday DT	CM	Olympics Weekday	MTWTF--	:30	25	\$140.00	P02-F	0.00	NM	25	\$3,500.00
'16 OLYMPIC WEEKDAY Start Date: 08/12/16, End Date: 08/18/16, Weekdays: MTWTF-- Spots/Week: 25, Rate: \$140.00, Rating: 0.00															
E 2	WLBZ	08/12/16	08/18/16	Local News @ LN Olymp	CM	Various	MTWTFSS	:30	4	\$100.00	P02-F	0.00	NM	4	\$400.00
NEWS CENTER 2 AT 11P Start Date: 08/12/16, End Date: 08/18/16, Weekdays: MTWTF-- Spots/Week: 4, Rate: \$100.00, Rating: 0.00															

Order / Rev: 1282314  
 Alt Order #: 08338684  
 Flight Dates: 08/12/16 - 08/18/16

Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 5143  
**WLBZ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WLBZ	08/12/16	08/18/16	Local News @ LN Olympi Olympic Late News	CM	Various	MTWTFSS	:30	4	\$100.00	P02-F	0.00	NM	4	\$400.00
NEWS CENTER 2 AT 11P															
E 3	WLBZ	08/12/16	08/18/16	Tonight Show Tonight Show THE TONIGHT SHOW WITH JIMMY FALLON	CM	1135p-1237a	MTWTF--	:30	1	\$50.00	P02-F	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	1	\$50.00	0.00								
E 4	WLBZ	08/12/16	08/18/16	Local News @ 5a M-F Morning Report	CM	5a-7a	MTWTF--	:30	5	\$180.00	P02-F	0.00	NM	5	\$900.00
'16 OLYMPIC EMN 5-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	5	\$180.00	0.00								
E 5	WLBZ	08/12/16	08/18/16	Local News @ 6p M-F NEWS CENTER @ 6 (M-F)	CM	5:57-7p	MTWTF--	:30	7	\$480.00	P02-F	0.00	NM	7	\$3,360.00
'16 OLYMPIC 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	7	\$480.00	0.00								
E 6	WLBZ	08/12/16	08/18/16	Today Show Today Show	CM	Today Show	MTWTF--	:30	16	\$220.00	P02-F	0.00	NM	16	\$3,520.00
'16 OLYMPIC TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	16	\$220.00	0.00								
E 7	WLBZ	08/12/16	08/18/16	Olympics Zone Olympics Zone	CM	Olympics Zone	MTWTF--	:30	5	\$450.00	P02-F	0.00	NM	5	\$2,250.00
'16 OLYMPIC ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	5	\$450.00	0.00								
E 8	WLBZ	08/12/16	08/18/16	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MTWTF--	:30	5	\$900.00	P02-F	0.00	NM	5	\$4,500.00
'16 OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/12/16	08/18/16	MTWTF--	5	\$900.00	0.00								
E 9	WLBZ	08/13/16	08/14/16	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (10:00 AM-5:00 PM)	-----SS	:30	7	\$450.00	P02-F	0.00	NM	7	\$3,150.00
'16 OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/08/16	08/14/16	-----SS	7	\$450.00	0.00								
E 10	WLBZ	08/13/16	08/14/16	Local News @ LN Olympi Olympic Late News	CM	Various	-----SS	:30	1	\$90.00	P02-F	0.00	NM	1	\$90.00
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:		08/08/16	08/14/16	-----SS	1	\$90.00	0.00								
E 11	WLBZ	08/13/16	08/13/16	7-730p Sa Bill Green's Maine	CM	7p-730p	-----S-	:30	1	\$310.00	P02-F	0.00	NM	1	\$310.00
BILL GREEN'S MAINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/08/16	08/14/16	-----S-	1	\$310.00	0.00								
													Totals	77	\$22,030.00