

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
Totals	77	\$22,030.00	\$18,725.50	0.00

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															
		<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--			25			\$140.00		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
Olympic Late News															
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:		08/12/16	08/18/16	MTWTF--			4			\$100.00		0.00			

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 Olympic 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	CM	1135p-1237a	MTWTF--	:30	1	\$50.00	P02-F	0.00	NM	1	\$50.00
THE TONIGHT SHOW WITH JIMMY FALLON															
		<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	MTWTFs-	: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	MTWTFs-	5		\$450.00	0.00							
E 8	WLBZ	08/12/16	08/18/16	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MTWTFs-	: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	MTWTFs-	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 Olympic 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	