

ORDER



Orders
Order / Rev: 1276105
Alt Order #: 08326558
Product Desc: HOUSE MAJORITY PAC
Estimate: 4505
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 07/15/16 / 07/15/16
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) Candidate

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
09/26/16	10/17/16	79	\$22,360.00	\$19,006.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	79	\$22,360.00	\$19,006.00	0.00
Totals	79	\$22,360.00	\$19,006.00	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	23%	\$22,360.00
Market	100%	\$97,217.39

Competitive Share

	Share	Total
ABAN	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WABI	65%	\$63,191.30
WBGR	0%	\$0.00
WMEB	0%	\$0.00
WMED	0%	\$0.00
WPFO	3%	\$2,916.52
WVII	9%	\$8,749.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLBZ	10/11/16	10/17/16	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	2	\$230.00	P02-F	0.00	NM	2	\$460.00
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: 10/11/16 10/17/16 MTWTF-- 2 \$230.00 0.00															
E 2	WLBZ	10/11/16	10/17/16	Today Show 3 M-F Today Show 3	CM	10-11a	MTWTF--	:30	3	\$70.00	P02-F	0.00	NM	3	\$210.00
THE TODAY SHOW HOUR 4 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/16 10/17/16 MTWTF-- 3 \$70.00 0.00															

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WLBZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WLBZ	10/11/16	10/17/16	Today Show 3 M-F Today Show 3 THE TODAY SHOW HOUR 4	CM	10-11a	MTWTF--	:30	3	\$70.00	P02-F	0.00	NM	3	\$210.00
E 3	WLBZ	10/11/16	10/17/16	Local News @ 11p NEWS CENTER at 11 (M-F) NEWS CENTER 2 AT 11P	CM	11-1135p	MTWTF--	:30	5	\$120.00	P02-F	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		5		\$120.00		0.00					
E 4	WLBZ	10/11/16	10/17/16	Tonight Show Tonight Show THE TONIGHT SHOW WITH JIMMY FALLON	CM	1135p-1237a	MTWTF--	:30	1	\$70.00	P02-F	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		1		\$70.00		0.00					
E 5	WLBZ	10/11/16	10/17/16	Millionaire 1230-1p Millionaire MILLIONAIRE	CM	1230p-1p	MTWTF--	:30	4	\$100.00	P02-F	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		4		\$100.00		0.00					
E 6	WLBZ	10/11/16	10/17/16	Local News @12p NEWS CENTER @ NOON (M-F) NEWS CENTER 2 AT NOON	CM	12p-1230p	MTWTF--	:30	3	\$130.00	P02-F	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		3		\$130.00		0.00					
E 7	WLBZ	10/11/16	10/17/16	Dr. Phil 4-5p M-F 4-5p DR PHIL	CM	4-5p	MTWTF--	:30	7	\$90.00	P02-F	0.00	NM	7	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		7		\$90.00		0.00					
E 8	WLBZ	10/11/16	10/17/16	Local News @ 5p M-F News Center @5p NEWS CENTER 2 AT 5P	CM	5p-530p	MTWTF--	:30	3	\$250.00	P02-F	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		3		\$250.00		0.00					
E 9	WLBZ	10/11/16	10/17/16	Local News @ 5a M-F Morning Report NEWS CENTER 2 MORNING REPORT	CM	5a-7a	MTWTF--	:30	7	\$230.00	P02-F	0.00	NM	7	\$1,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		7		\$230.00		0.00					
E 10	WLBZ	10/11/16	10/17/16	Local News @ 530p M-F News Center @530p NEWS CENTER 2 AT 530P	CM	530-6p	MTWTF--	:30	3	\$250.00	P02-F	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		3		\$250.00		0.00					
E 11	WLBZ	10/11/16	10/17/16	Local News @ 6p M-F NEWS CENTER @ 6 (M-F) NEWS CENTER 2 AT 6P	CM	5:57-7p (6:00 PM-6:30 PM)	MTWTF--	:30	3	\$690.00	P02-F	0.00	NM	3	\$2,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		3		\$690.00		0.00					
E 12	WLBZ	10/11/16	10/17/16	Local News @ 6p M-F NEWS CENTER @ 6 (M-F) NBC NIGHTLY NEWS	CM	5:57-7p (6:30 PM-7:00 PM)	MTWTF--	:30	3	\$800.00	P02-F	0.00	NM	3	\$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:		10/11/16	10/17/16	MTWTF--		3		\$800.00		0.00					
E 13	WLBZ	10/11/16	10/17/16	7-730p M-F M-F 7-730p 207	CM	7p-730p	MTWTF--	:30	3	\$170.00	P02-F	0.00	NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/11/16	10/17/16	MTWTF--		3		\$170.00		0.00					
E 14	WLBZ	10/11/16	10/17/16	Today Show Today Show THE TODAY SHOW	CM	Today Show	MTWTF--	:30	15	\$290.00	P02-F	0.00	NM	15	\$4,350.00

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E 14	WLBZ	10/11/16	10/17/16	Today Show Today Show	CM	Today Show	MTWTF--	:30	15	\$290.00	P02-F	0.00	NM	15	\$4,350.00
THE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					15	\$290.00		0.00			
E 15	WLBZ	10/11/16	10/17/16	Inside Edition 730-8p Inside Edition	CM	730p-8p	MTWTF--	:30	5	\$130.00	P02-F	0.00	NM	5	\$650.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					5	\$130.00		0.00			
E 16	WLBZ	10/11/16	10/17/16	Today Show 2 M-F Today Show 2	CM	9-10a	MTWTF--	:30	5	\$100.00	P02-F	0.00	NM	5	\$500.00
THE TODAY SHOW HOUR 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/16	10/17/16	MTWTF--					5	\$100.00		0.00			
E 17	WLBZ	10/15/16	10/15/16	Saturday Night Live Saturday Night Live	CM	1130p-105a	-----S-	:30	1	\$100.00	P02-F	0.00	NM	1	\$100.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S-					1	\$100.00		0.00			
E 18	WLBZ	10/15/16	10/15/16	Today Show Sa NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$360.00	P02-F	0.00	NM	1	\$360.00
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S-					1	\$360.00		0.00			
E 19	WLBZ	10/16/16	10/16/16	Local News @ 6a Su Sun Morning Report	CM	6a-8a	-----S	:30	1	\$250.00	P02-F	0.00	NM	1	\$250.00
NEWS CENTER 2 MORNING REPORT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S					1	\$250.00		0.00			
E 20	WLBZ	10/16/16	10/16/16	Today Show Su NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$390.00	P02-F	0.00	NM	1	\$390.00
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S					1	\$390.00		0.00			
E 21	WLBZ	10/16/16	10/16/16	NFL Patriots on NBC Patriots Game	CM	Patriots Game	-----S	:30	1	\$3,500.00	P02-F	0.00	NM	1	\$3,500.00
NFL SNF W/ PATRIOTS - 10/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S					1	\$3,500.00		0.00			
E 22	WLBZ	10/11/16	10/11/16	Tue Prime Other The Voice	CM	Prime Various	-T-----	:30	1	\$1,100.00	P02-F	0.00	NM	1	\$1,100.00
THE VOICE TUE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-T-----					1	\$1,100.00		0.00			
E 23	WLBZ	10/12/16	10/12/16	Wed Prime A Mysteries of Laura	CM	8P-9P	--W----	:30	1	\$310.00	P02-F	0.00	NM	1	\$310.00
MYSTERIES OF LAURA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	--W----					1	\$310.00		0.00			
													Totals	79	\$22,360.00