

# Floridians for a Fair Democracy



*M*

**Station** WALA-TV  
**Market** Mobile  
**Flight Dates** 10/22/2018 - 10/28/2018 (Est. 4072)

**Buyer** Damaris Paris  
**Email** Damaris@screenstrategies.com  
**Phone** 7032727300

Program Name	DP	Days Length	Rate	Mon 10/22	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Total
Judge Mathis 12:00 PM - 1:00 PM	DT	M-F 30	\$200.00 <b>\$200.00</b>					1			1
Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$300.00 <b>\$300.00</b>			1					1
Jeopardy 6:00 PM - 6:30 PM	PA	M-F 30	\$1,200.00 <b>\$2,400.00</b>		1		1				2
Wheel of Fortune 6:30 PM - 7:00 PM	PA	M-F 30	\$1,500.00 <b>\$1,500.00</b>	1							1
<u>The Resident</u> 7:00 PM - 8:00 PM	PT	M 30	\$1,800.00 <b>\$1,800.00</b>	1							1
Black-ish 10:30 PM - 11:00 PM	LF	M-F 30	\$180.00 <b>\$180.00</b>	1							1
Black-ish 11:00 PM - 11:30 PM	LF	M-F 30	\$90.00 <b>\$90.00</b>	1							1
<b>Station Totals</b>			<b>\$6,470.00</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>8</b>

*FN*

*(Handwritten bracket spanning rows 2-7)*

909735

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 Market Mobile  
 Flight Dates 10/22/2018 - 10/28/2018 (Est. 4072)

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Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$300.00 \$300.00			1					1
Jeopardy 6:00 PM - 6:30 PM	PA	M-F 30	\$1,200.00 \$2,400.00		1		1				2
Wheel of Fortune 6:30 PM - 7:00 PM	PA	M-F 30	\$1,500.00 \$1,500.00					1			1
The Resident 7:00 PM - 8:00 PM	PT	M 30	\$1,800.00 \$1,800.00	1							1
Black-ish 10:30 PM - 11:00 PM	LF	M-F 30	\$180.00 \$180.00								1
Black-ish 11:00 PM - 11:30 PM	LF	M-F 30	\$90.00 \$90.00	1							1
<b>Station Totals</b>			<b>\$6,470.00</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>8</b>

# Floridians for a Fair Democracy



<b>Station</b>	WALA-TV	<b>Buyer</b>	Damaris Paris
<b>Market</b>	Mobile	<b>Email</b>	Damaris@screenstrategies.com
<b>Flight Dates</b>	10/22/2018 - 10/28/2018 (Est. 4072)	<b>Phone</b>	7032727300

Program Name	DP	Days Length	Rate	Mon 10/22	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Total
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Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$300.00 <b>\$300.00</b>			1					1
Jeopardy 6:00 PM - 6:30 PM	PA	M-F 30	\$1,200.00 <b>\$2,400.00</b>		1		1				2
Wheel of Fortune 6:30 PM - 7:00 PM	PA	M-F 30	\$1,500.00 <b>\$1,500.00</b>					1			1
The Resident 7:00 PM - 8:00 PM	PT	M 30	\$1,800.00 <b>\$1,800.00</b>	1							1
Black-ish 10:30 PM - 11:00 PM	LF	M-F 30	\$180.00 <b>\$180.00</b>		1						1
Black-ish 11:00 PM - 11:30 PM	LF	M-F 30	\$90.00 <b>\$90.00</b>	1							1
<b>Station Totals</b>			<b>\$6,470.00</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>8</b>

**ORDER**

**Orders**  
**Order / Rev:** 909735  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 4072  
**Flight Dates:** 10/22/18 - 10/26/18  
**Original Date / Rev:** 10/17/18 / 10/18/18  
**Order Type:** GENERAL

**WALA**  
**Primary AE:** Political House Political House  
**Sales Office:** WALA  
**Sales Region:** Local

**Agency**  
**Name:** Screen Strategies Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 11150 Fairfax Boulevard, Suite 505  
 Fairfax, VA 20120

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

**Advertiser**  
**Name:** Floridians for a Fair Democracy  
**Demographic:** A18+  
**Product Codes:** Political-Issues  
**Priority:** FNP  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLI  
**Revenue Code 3:** FLT

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/26/18	8	\$6,470.00	\$5,499.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	8	\$6,470.00	\$5,499.50	0.00
<b>Totals</b>	<b>8</b>	<b>\$6,470.00</b>	<b>\$5,499.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political House Political 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	WALA	10/26/18	10/26/18	M-F 12-1p M-F 12-1p	CM	12p-1p	----F--	:30	1	\$200.00	FNP	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	----F--					1	\$200.00		0.00			
N 2	WALA	10/24/18	10/24/18	M-F 3-4p M-F 3-4p	CM	3p-4p	--W----	:30	1	\$300.00	FNP	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	--W----					1	\$300.00		0.00			
N 3	WALA	10/23/18	10/23/18	M-F 6-630p M-F 6-630p	CM	6p-630p	-T-----	:30	1	\$1,200.00	FNP	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-T-----					1	\$1,200.00		0.00			
N 4	WALA	10/25/18	10/25/18	M-F 6-630p M-F 6-630p	CM	6p-630p	---T---	:30	1	\$1,200.00	FNP	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	---T---					1	\$1,200.00		0.00			
N 5	WALA	10/22/18	10/22/18	M-F 630-7p M-F 630-7p	CM	630p-7p	M-----	:30	1	\$1,500.00	FNP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	M-----					1	\$1,500.00		0.00			
N 6	WALA	10/22/18	10/22/18		CM	Mon 7p-8p	M-----	:30	1	\$1,800.00	FNP	0.00	NM	1	\$1,800.00

Order / Rev: 909735  
Alt Order #:  
Flight Dates: 10/22/18 - 10/26/18

Advertiser: Floridians for a Fair Democracy  
Product Desc:  
Estimate: 4072

WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon 7-8p															
Mon Prime Hour 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	M-----			1		\$1,800.00	0.00					
N 7	WALA	10/22/18	10/22/18	M-F 1030-11p	CM	1030p-1100p	M-----	:30	1	\$180.00	FNP	0.00	NM	1	\$180.00
M-F 1030-1100p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	M-----			1		\$180.00	0.00					
N 8	WALA	10/22/18	10/22/18	M-F 11-1130p	CM	11p-1130p	M-----	:30	1	\$90.00	FNP	0.00	NM	1	\$90.00
M-F 11p-1130p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	M-----			1		\$90.00	0.00					
Totals														8	\$6,470.00