

ORDER



WFTS

Orders
Order / Rev: 388905
 Alt Order #:
 Product Desc: 126
 Estimate: 820
 Flight Dates: 03/05/18 - 03/11/18
 Original Date / Rev: 02/22/18 / 02/22/18
 Order Type: GENERAL

Primary AE: Erin Brody
 Sales Office: EWSDC
 Sales Region: NAT

Agency
Name: Multi Media Services Corporation
 Buying Contact:
 Billing Contact:
 915 King Street - 2nd Floor
 Alexandria, VA 22314

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

Advertiser
Name: Watchdog PAC
 Demographic: A25-54
 Product Codes: PL Non-Ballot Issue
 Priority: P-3
 Revenue Code 1: POL
 Revenue Code 2: POL
 Revenue Code 3: ISS

New Business Thru:
 Order Separation: 00:20:00
 Advertiser External ID:
 Agency External ID:
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/11/18	58	\$31,975.00	\$27,178.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	58	\$31,975.00	\$27,178.75	0.00
Totals	58	\$31,975.00	\$27,178.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Erin Brody			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFTS	17%	\$31,975.00
Market	100%	\$188,088.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCLF	0%	\$0.00
WEDU	0%	\$0.00
WFLA	26%	\$48,902.94
WFTS2	0%	\$0.00
WFTT	0%	\$0.00
WHRT	0%	\$0.00
WMOR	0%	\$0.00
WRMD	0%	\$0.00
WSPF	0%	\$0.00
WTOG	0%	\$0.00
WTSP	26%	\$48,902.94
WTTA	0%	\$0.00
WTVT	26%	\$48,902.94
WUSF	0%	\$0.00
WVEA	0%	\$0.00
WWSB	5%	\$9,404.41

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Advertiser: Watchdog PAC
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WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	03/05/18	03/11/18	430-5am ABC Action News 430-5am ABC Action News	CM	430-5am	MTWTF--	:30	5	\$25.00	P-6	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					5	\$25.00		0.00			
E 2	WFTS	03/05/18	03/11/18	M-F 5-530am News M-F 5-530am News	CM	5-530am	MTWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					4	\$200.00		0.00			
E 3	WFTS	03/05/18	03/11/18	M-F 530-6am News M-F 530-6am News	CM	530-6am	MTWTF--	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					4	\$275.00		0.00			
E 4	WFTS	03/05/18	03/11/18	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	10	\$650.00	P-3	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					10	\$650.00		0.00			
E 5	WFTS	03/05/18	03/11/18	M-F 2-3pm M-F 2-3pm	CM	2-3pm	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$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: 03/05/18	03/11/18	MTWTF--					2	\$600.00		0.00			
E 6	WFTS	03/05/18	03/11/18	M-F 530-6pm News M-F 530-6pm News	CM	530-6pm	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					5	\$650.00		0.00			
E 7	WFTS	03/05/18	03/11/18	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	10	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTF--					10	\$800.00		0.00			
E 8	WFTS	03/05/18	03/11/18	M-SU 11-1135pm M-SU 11-1135pm	CM	11-1135pm	MTWTFSS	:30	10	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	MTWTFSS					10	\$800.00		0.00			
E 9	WFTS	03/10/18	03/10/18	SA 7-8am News SA 7-8am News	CM	7-8am	-----S-	:30	1	\$300.00	P-6	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: 03/05/18	03/11/18	-----S-					1	\$300.00		0.00			
E 10	WFTS	03/10/18	03/10/18	SA 8-9am GMA SA 8-9am GMA	CM	8-9am	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S-					1	\$600.00		0.00			
E 11	WFTS	03/10/18	03/10/18	SA 9-10am News SA 9-10am News	CM	9-10am	-----S-	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S-					2	\$250.00		0.00			
E 12	WFTS	03/11/18	03/11/18	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S					1	\$450.00		0.00			
E 13	WFTS	03/11/18	03/11/18	SU 8-9am News SU 8-9am News	CM	8-9am	-----S	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S					2	\$350.00		0.00			
E 14	WFTS	03/11/18	03/11/18	SU 6-630pm News SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/18	03/11/18	-----S					1	\$450.00		0.00			

Totals 58 \$31,975.00