



WTIC-TV

ORDER

Print Date 09/07/12

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Flight Dates 09/10/12-09/16/12

Contract / Revision 385914 /

Original Date / Revision
09/07/12 09/07/12

Advertiser Murphy/D/Sen/CT

Agency Message & Media

Buying Contact

100 Albany Street #130
New Brunswick, NJ 08901

Product

FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

100 Albany Street #130
New Brunswick, NJ 08901

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06307920

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 17% Market Value 81470

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	25%	20367
4WVIT	33%	26885
5WTNH	25%	20367
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$11,772.50	\$13,850.00	0.00	08/27/12	09/16/12	38	\$11,772.50	\$13,850.00
Totals	38	\$11,772.50	\$13,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	09/10/12	09/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	M-WTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-WTF--		5		\$65.00		0.00					
2	61	09/10/12	09/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	M-WTF--	:30	5	\$125.00	03	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-WTF--		5		\$125.00		0.00					
3	61	09/10/12	09/14/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	M-WTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-WTF--		5		\$65.00		0.00					
4	61	09/10/12	09/14/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	M-WTF--	:30	5	\$150.00	03	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-WTF--		5		\$150.00		0.00					
5	61	09/10/12	09/14/12		CM	10p-11p	M-WTF--	:30	6	\$900.00	03	0.00	NM	6	\$5,400.00

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F News at Ten News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-WTF--		6		\$900.00		0.00					
6	61	09/15/12	09/15/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$550.00	03	0.00 NM	1	\$550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1-		1		\$550.00		0.00					
7	61	09/10/12	09/14/12	M-F News at 11pm News at 11pm	CM	11p-1135p	M-WTF--	:30	5	\$200.00	03	0.00 NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-WTF--		5		\$200.00		0.00					
8	61	09/10/12	09/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	5	\$275.00	03	0.00 NM	5	\$1,375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-WTF--		5		\$275.00		0.00					
E 9	61	09/16/12	09/16/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$3,500.00	01	0.00 NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1		1		\$3,500.00		0.00					
Totals													38	\$13,850.00	