

ORDER



Orders
Order / Rev: 2742821
Alt Order #: 27155186
Product Desc: PA HD 106 / DEM
Estimate:
Flight Dates: 10/26/20 - 11/03/20
Original Date / Rev: 10/23/20 / 10/23/20
Order Type: REG

Harrisburg WHTM
Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Media Fortitude Partners
Buying Contact:
Billing Contact:
 30 Newport Center Parkway
 Jersey City, NJ 07310

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

Advertiser Name: POL/Lindsey Drew/State Representati
Demographic: A35+
Product Codes: PL16
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/29/20	20	\$23,700.00	\$20,145.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	20	\$23,700.00	\$20,145.00	0.00
Totals	20	\$23,700.00	\$20,145.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
Harrisburg WHTM	25%	\$23,700.00
Market	100%	\$94,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EHTM	0%	\$0.00
FHTM	0%	\$0.00
UNKWN	75%	\$71,100.00
WGAL	0%	\$0.00
WGCB	0%	\$0.00
WHP	0%	\$0.00
WITF	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHTM	10/26/20	11/03/20	M-F 530-6a	CM	530-6a	MTWTF--	:30	1	\$900.00	P2	0.00	NM	2	\$1,800.00
ABC27 News Daybreak @530															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$900.00		0.00			
		Week: 11/02/20	11/08/20	MTWTF--		1				\$900.00		0.00			

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Advertiser: POL/Lindsey Drew/State Representative
 Product Desc: PA HD 106 / DEM
 Estimate:

Harrisburg WHTM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHTM	10/26/20	11/03/20	M-F 6-7a ABC27 News Daybreak @ 6	CM	6-7a	MTWTF--	:30	3	\$1,200.00	P2	0.00	NM	4	\$4,800.00
COMMENTS APPLY TO SUB LINES A THRU B NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					3	\$1,200.00		0.00			
Week:		11/02/20	11/08/20	MT-----					1	\$1,200.00		0.00			
N 3	WHTM	10/26/20	11/03/20	GMA Good Morning America	CM	7-9a	MTWTF--	:30	3	\$1,200.00	P2	0.00	NM	4	\$4,800.00
COMMENTS APPLY TO SUB LINES A THRU B GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					3	\$1,200.00		0.00			
Week:		11/02/20	11/08/20	MT-----					1	\$1,200.00		0.00			
N 4	WHTM	10/26/20	10/30/20	M-F 12-1p News M-F 12-1p News	CM	M-F 12-1p News (12:00 PM-1:00 PM)	MTWTF--	:30	3	\$900.00	P2	0.00	NM	3	\$2,700.00
COMMENTS APPLY TO SUB LINES A THRU A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					3	\$900.00		0.00			
N 5	WHTM	10/26/20	10/30/20	M-F News @ 5p ABC27 Live at 5	CM	458-6p (5:00 PM-6:00 PM)	MTWTF--	:30	3	\$1,200.00	P2	0.00	NM	3	\$3,600.00
COMMENTS APPLY TO SUB LINES A THRU A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					3	\$1,200.00		0.00			
N 6	WHTM	10/26/20	10/30/20	M-F News @ 6p ABC27 News @ 6p	CM	6-630p (6:00 PM-6:30 PM)	MTWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
COMMENTS APPLY TO SUB LINES A THRU A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					2	\$1,800.00		0.00			
N 7	WHTM	10/26/20	10/30/20	LN M-F News @ 11p	CM	11-1135p	MTWTF--	:30	2	\$1,200.00	P2	0.00	NM	2	\$2,400.00
COMMENTS APPLY TO SUB LINES A THRU A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--					2	\$1,200.00		0.00			
													Totals	20	\$23,700.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Harrisburg East / Effectv

Date:

9/15/20

I, Leah Casterlin

being/on behalf of: Lindsay Drew

a legally qualified candidate of the Democratic

political party for the office of: DA HD 106

in the General

election to be held on: 11/3/20

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See Order				

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

PA HDCC + Lindsay Drew

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patty Kim - HDCC; Patricia Skinner

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

Friends of Lindsay Drew

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/15/20

Leah Custer

Date

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

[Signature]

NSM

Signature

Printed Name

Title