

# ORDER



**Orders**  
**Order / Rev:** 854020  
**Alt Order #:** 25137839  
**Product Desc:** TV  
**Estimate:** 4549  
**Flight Dates:** 08/02/16 - 08/08/16  
**Original Date / Rev:** 04/25/16 / 04/25/16  
**Order Type:** REG

**WBDB Dayton**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** K-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Targeted Platform Media  
**Buying Contact:**  
**Billing Contact:**  
 1291 Hollywood Avenue  
 Annapolis, MD 21403

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

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/08/16	9	\$1,850.00	\$1,572.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	9	\$1,850.00	\$1,572.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$1,850.00</b>	<b>\$1,572.50</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
WBDB Dayton	3%	\$1,850.00
Market	100%	\$61,666.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	5%	\$3,083.33
WDTN	20%	\$12,333.33
WHIO	62%	\$38,233.33
WKCF	10%	\$6,166.67
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

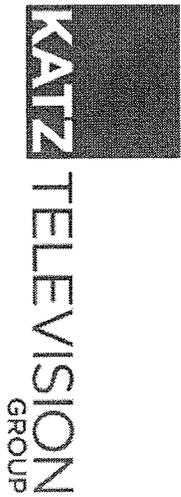
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBDB	08/02/16	08/08/16	WBDB 2 News Sunrise	CM	WBDB 2 News Su	MTWTF--	:30	4	\$75.00	P2	0.00	NM	4	\$300.00
				WBDB 2 News Sunrise											
				2 News Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/02/16	08/08/16	MTWTF--		4		\$75.00		0.00					
E 2	WBDB	08/07/16	08/07/16	LN Su	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Su Late News 10p-1030p											
				2News @10P On Dayton's CW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/01/16	08/07/16	-----S		1		\$300.00		0.00					

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Advertiser: POL/Priorities USA Action  
 Product Desc: TV  
 Estimate: 4549

WBDT Dayton

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WBDT	08/07/16	08/07/16	LN Su Su Late News 10p-1030p 2News @10P On Dayton's CW	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
E 3	WBDT	08/02/16	08/08/16	LN M-F 10p-1030p LN M-F 10p-1030p 2News @10P On Dayton's CW	CM	LN M-F 10p-1030p	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/02/16	08/08/16	MTWTF--		2		\$400.00		0.00					
E 4	WBDT	08/02/16	08/08/16	LN M-F 1030p-11p LN M-F 1030p-11p 2News @10P On Dayton's CW	CM	LN M-F 1030p-11p	MTWTF--	:30	2	\$225.00	P2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/02/16	08/08/16	MTWTF--		2		\$225.00		0.00					
													Totals	9	\$1,850.00



Contract # 25137839 Changes as of: 4/12/2016 at 10:24 AM Version: Current State Version 1

CPE: 750/760/4549 Flight: 8/2/16 - 8/8/16 Station: WBDT Total \$: \$1,850.00  
 Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Market: Dayton Total Spots: 9

650 Massachusetts Avenue, NW Washington, DC 20001 Agency Order #: 4923300 Product: TV Office: PHILADELPHIA Total CPP: \$0.00

Buyer: Welsh, Kathryn Primary Demo: Con Type: POLITICAL/VOTE Total GRP: 0  
 Salesperson: BOB CAIN Assistant: SHEPARD RITZEN Traffic #: 854020  
 215-557-4216 215-567-7950 Separation:

Comments: THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 8/2-8/8. TOTAL = \$1850. PLS CFM T/R BOB

#	Day/Time	DP	Program	Rate	Len	8/2	8/2 - 8/2	Total Spots	Total \$	CPP	GRP
1	Tu-F, M 7a-9a		2 News Today	\$75.00	30	4		4	\$300.00	\$0.00	0.0
2	Su 10p-10:30p		2News @10P On Dayton's CW	\$300.00	30	1		1	\$300.00	\$0.00	0.0
3	Tu-F, M 10p-10:30p		2News @10P On Dayton's CW	\$400.00	30	2		2	\$800.00	\$0.00	0.0
4	Tu-F, M 10:30p-11p		2News @10P On Dayton's CW	\$225.00	30	2		2	\$450.00	\$0.00	0.0
<b>TOTALS: 9</b>								<b>9</b>	<b>\$1,850.00</b>	<b>\$0.00</b>	<b>0.0</b>

