

ORDER



WWLP

Orders
Order / Rev: 485100
Alt Order #:
Product Desc:
Estimate: 14255
Flight Dates: 09/06/14 - 09/08/14
Original Date / Rev: 09/03/14 / 09/03/14
Order Type: REG

Primary AE: WWLP Local House
Sales Office: L-SPR
Sales Region: Loc

Agency Name: Advertus Media
Buying Contact:
Billing Contact:
 PO Box 610
 Westfield, MA 01086

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

Advertiser Name: POL/Vottero for DA
Demographic: A25-54
Product Codes: PL3
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: SP4829

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/08/14	13	\$2,650.00	\$2,252.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	13	\$2,650.00	\$2,252.50	0.00
Totals	13	\$2,650.00	\$2,252.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WWLP Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WWLP	50%	\$2,650.00
Market	100%	\$5,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EGGB	0%	\$0.00
UNKWN	0%	\$0.00
WFXQ	0%	\$0.00
WGGB	50%	\$2,650.00
WSHM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WWLP	09/06/14	09/06/14	Sa 6-7a 22 News @ 6am	CM	6-7a	-----2-	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----2-		2				\$100.00		0.00			
N 2	WWLP	09/06/14	09/06/14	Today Show Sa Today Show Sat	CM	7-9a	-----2-	:30	2	\$225.00	P4	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: 09/01/14	09/07/14	-----2-		2				\$225.00		0.00			
N 3	WWLP	09/07/14	09/07/14	Today Show Su Today Show Su	CM	8-9a	-----2	:30	2	\$225.00	P4	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: 09/01/14	09/07/14	-----2		2				\$225.00		0.00			

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Advertiser: POL/Vottero for DA
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 Estimate: 14255

WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WWLP	09/07/14	09/07/14	Su 7-8a 22 News @7am	CM	7-8a	-----2	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----2					2	\$150.00		0.00			
N 5	WWLP	09/08/14	09/08/14	M-F 7-8p M-F 7-8p	CM	7-8p	2-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	2-----					2	\$300.00		0.00			
N 6	WWLP	09/07/14	09/07/14	Meet the Press Meet the Press	CM	11a-12p	-----2	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----2					2	\$300.00		0.00			
N 7	WWLP	09/06/14	09/07/14	Sa-Su 9-10a News 22 Weekend	CM	9-10a	-----SS	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----SS					1	\$50.00		0.00			
													Totals	13	\$2,650.00



advertus media

BROADCAST INSERTION ORDER

Station: WWLP Date Placed: 9/2/14 Order #: 14255

Account Executive: Nicole Mondor

CLIENT: The Vottero Committee Weeks Run: See Below 9/6-9/8

Table with columns: Time, length, Mon, Tues, Wed, Thurs, Fri, Sat, Sun, Spots/Week, Rate, Total. Rows include Saturday News 6a-7a, Saturday Today, Sunday Today, Sunday News 7a-8a, Wheel/Jeopardy, Meet The Press.

Gross Amount: \$2,650.00
Total Contract: \$2,650.00
Less Agency Commission: \$397.50
NET owed to Station: \$2,252.50

Station agrees that Advertus Media, Inc. is acting as an Agent for the advertiser on this order. The agency will undertake to collect and forward all monies due; however, the amount incurred is ultimately the responsibility of the advertiser.

ALL SPOTS MUST HAVE A MINIMUM SEPARATION OF 20 MINUTES
NOTARIZED AFFIDAVITS MUST ACCOMPANY ALL INVOICES
ALL SPOTS MUST RUN IN SCHEDULE. UNAUTHORIZED MAKE GOODS WILL NOT BE ACCEPTED.

Accepted By: Nicole M. Mondor Authorized By: Adam Wright
Sign Date 9.4.14 Date

ADVERTUS MEDIA, INC. P.O. BOX 610 WESTFIELD, MA 01086
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