

ORDER



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

WWLP

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
 Product Desc:
 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

Time	length	8-Sep					6-Sep 7-Sep		Spots/Week	Rate	Total
		Mon	Tues	Wed	Thurs	Fri	Sat	Sun			
WWLP											
Saturday News 6a-7a	:30						2		2	100.00	\$200.00
Saturday Today	:30						2		2	225.00	\$450.00
Sunday Today	:30							2	2	225.00	\$450.00
Sunday News 7a-8a	:30							2	2	150.00	\$300.00
Wheel/Jeopardy	:30	2							2	325.00	\$650.00
Meet The Press	:30							2	2	300.00	\$600.00

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

Sign

Date

9.4.14

Authorized By: [Signature]

Adam Wright
Advertus Media, Inc

Date

ADVERTUS MEDIA, INC.
Tel: (413) 564-5200

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