

## ORDER

WDBJ7

**Orders**  
**Order / Rev:** 37962  
**Alt Order #:**  
**Product Desc:** RE-ELECT BILL OVERTON  
**Estimate:**  
**Flight Dates:** 10/28/15 - 11/03/15  
**Original Date / Rev:** 09/29/15 / 09/29/15  
**Order Type:** GENERAL

## WDBJ Television Inc.

**Primary AE:** House Accounts  
**Sales Office:** Poli  
**Sales Region:** Pol

**Agency Name:** PROACTIVE MEDIA  
**Buying Contact:**  
**Billing Contact:**  
 4417 HUNTMASER CIRCLE  
 ROANOKE, VA 24019

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

**Advertiser Name:** POLI/ BILL OVERTON/ SHERIFF/I  
**Demographic:** A18+  
**Product Codes:** PL4  
**Priority:** DNM  
**Revenue Codes:** AGY, POL NON HRP, POL CAND

**New Business Thru:**  
**Order Separation:** 00:04:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/15	11/03/15	13	\$4,640.00	\$3,944.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	13	\$4,640.00	\$3,944.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$4,640.00</b>	<b>\$3,944.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Accounts	Poli	Pol	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDBJ7	10/28/15	10/28/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	--W----	:30	1	\$205.00	P1	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	--W----			1			\$205.00		0.00			
N 2	WDBJ7	10/28/15	10/28/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	--W----	:30	1	\$595.00	P1	0.00	NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	--W----			1			\$595.00		0.00			
N 3	WDBJ7	10/29/15	10/29/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	---T---	:30	1	\$595.00	P1	0.00	NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	---T---			1			\$595.00		0.00			
N 4	WDBJ7	10/29/15	10/29/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	---T---	:30	1	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	---T---			1			\$525.00		0.00			
N 5	WDBJ7	10/30/15	10/30/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	----F--	:30	1	\$205.00	P1	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	----F--			1			\$205.00		0.00			
N 6	WDBJ7	10/30/15	10/30/15	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	----F--	:30	1	\$335.00	P1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/15	11/01/15	----F--			1			\$335.00		0.00			

Order / Rev: 37962  
 Alt Order #:  
 Flight Dates: 10/28/15 - 11/03/15

Advertiser: POLI/ BILL OVERTON/ SHERIFF/I  
 Product Desc: RE-ELECT BILL OVERTON  
 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WDBJ7	10/31/15	10/31/15	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----S-	:30	1	\$130.00	P1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S-		1				\$130.00		0.00			
N 8	WDBJ7	11/01/15	11/01/15	SUN 8-9A NEWS 7 SUNDAY MORNING	CM	8-9A	-----S	:30	1	\$185.00	P1	0.00	NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S		1				\$185.00		0.00			
N 9	WDBJ7	11/02/15	11/02/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	M-----	:30	1	\$205.00	P1	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/02/15	11/08/15	M-----		1				\$205.00		0.00			
N 10	WDBJ7	11/02/15	11/02/15	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	M-----	:30	1	\$335.00	P1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/02/15	11/08/15	M-----		1				\$335.00		0.00			
N 11	WDBJ7	11/02/15	11/02/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	M-----	:30	1	\$595.00	P1	0.00	NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/02/15	11/08/15	M-----		1				\$595.00		0.00			
N 12	WDBJ7	11/02/15	11/02/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	M-----	:30	1	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/02/15	11/08/15	M-----		1				\$525.00		0.00			
N 13	WDBJ7	11/03/15	11/03/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	-T-----	:30	1	\$205.00	P1	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/02/15	11/08/15	-T-----		1				\$205.00		0.00			
Totals														13	\$4,640.00

## Mary Carpenter

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**From:** Brian Boush  
**Sent:** Monday, September 28, 2015 4:25 PM  
**To:** Mary Carpenter  
**Subject:** FW: RE-ELECT BILL OVERTON CAMPAIGN

He should be in our system. Could you please book when you have time?

Thanks  
Brian

Brian Boush · Local Sales Manager · WDBJ7 · 2807 Hersherberger Rd NW, Roanoke, VA 24017  
Office · 540.985.3645 · Fax · 540.985.3640 · Cell · 540.314.1048

**From:** jimandmargie [mailto:jimandmargie@cox.net]  
**Sent:** Monday, September 28, 2015 9:59 AM  
**To:** Brian Boush <bboush@wdbj7.com>  
**Subject:** RE-ELECT BILL OVERTON CAMPAIGN

Brian,  
Please schedule for the RE-ELECT BILL OVERTON CAMPAIGN as follows:

Wednesday, October 28th

1x 6a-7a @\$205 *Q1*  
1x 6p-630p @\$595 *Q1*

Thursday, October 29th

1x 6p-630p @\$595 *Q1*  
1x 7p-8p @\$525 *Q1*

Friday, October 30th

1x 6a-7a @\$205 *Q1*  
1x 530p-6p @\$335 *Q1*

Saturday, October 31st

1x 8a-9a @\$130 *Q1*

\*Sunday, November 1st

1x 8a-9a @\$190 *185*

Monday, November 2nd

1x 6a-7a @\$205 *Q1*  
1x 530p-6p @\$335 *Q1*  
1x 6p-630p @\$595 *Q1*  
1x 7p-8p @\$525 *Q1*

Total 12 spots \$4,645.00

Brian, please let me know when you need payment.....latest cancellation date....etc.

Thank you!

**From:** Brian Boush

**Sent:** Tuesday, August 18, 2015 2:44 PM

**To:** jimandmargie

Brian Boush · Local Sales Manager · WDBJ7 · 2807 Hershberger Rd NW, Roanoke, VA 24017  
Office · 540.985.3645 · Fax · 540.985.3640 · Cell · 540.314.1048