

ORDER



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
Totals	13	\$4,640.00	\$3,944.00	0.00

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			

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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

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 Hershberger 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 P1
1x6p-630p @\$595 P1

Thursday, October 29th

1x 6p-630p @\$595 P1
1x7p-8p @\$525 P1

Friday, October 30th

1x6a-7a @\$205 P1
1x530p-6p @\$335 P1

Saturday, October 31st

1x8a-9a @\$130 P1

*Sunday, November 1st

1x8a-9a@\$190 185

Monday, November 2nd

1x 6a-7a@\$205 P1
1x530p-6p @\$335 P1
1x6p-630p @\$595 P1
1x7p-8p @\$525 P1

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