

REP HEADLINE# 7473916 TRF# 22912
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV5/14 09.44
*** WXXMI-TV ***

ADV # _____ ADV. NAME ISS/AMER. PETROLEUM INST. REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME MICHELLE IRVIN

1911 NORTH FT. MYER DRIVE #400 SALES PRSN WA- JUSTIN VOTTA
ARLINGTON, VA 22209

ORDER # _____ CONTRACT # 7473916 CLASS: NATL. LOCAL REGIONAL
PRDCT HF SHALE EST#1615 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC1/14 DEC7/14 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV5/14 09.44

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$5,200.00
TOTAL SPOTS 3

REP HEADLINE# 7473916
 *** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV3/14 09.13
 *** WXMI-TV ***

ADV # _____ ADV. NAME ISS/AMER. PETROLEUM INST.
 AGY # _____ AGY. NAME STRATEGIC MEDIA SERVICES
 1911 NORTH FT. MYER DRIVE #400
 ARLINGTON, VA 22209

REP. # _____ OFF. # _____ SALESMAN # _____
 BUYER NAME MICHELLE IRVIN
 SALES PRSN WA- JUSTIN VOTTA

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 PRDCT HF SHALE EST#1615 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC1/14 DEC7/14 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV3/14 09.13

REP: TO ODENE
 FROM OLDER
 NEW ORDER
 \$5200/3 SPOTS
 PLEASE CONFIRM AND THANK YOU

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1000P-1100P	30		\$600.00	12/1	12/3	2		M,W	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 1615 PROGRAM : FOX 17 NEWS CON COM1 : FOX 17 NEWS												
2			100P-700P	30		\$4,000.00	12/7	12/7	1		SUN	1
PROGRAM : NFL LIONS GAME CON COM1 : NFL LIONS GAME												

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NOV3/14 09.13
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
DEC/14						\$5,200.00						3

CONTRACT TOTAL \$5,200.00
 TOTAL SPOTS 3

MARKET TOTALS \$37,142
 WXMI 14% WOTV 0% WZZM 19% WWMT 35% WOOD 32% WXSP 0% CABL 0%
 EMMT 0% WZPX 0%

SVC- NSI
 DEMOS- RA35+*

ORDER



WXMI-TV

Orders
Order / Rev: 22912
Alt Order #: 07473916
Product Desc: HF Shale
Estimate: 1615
Flight Dates: 12/01/14 - 12/07/14
Original Date / Rev: 11/05/14 / 11/11/14
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: NWDC
Sales Region: National

Agency Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 1911 North Ft Myer Drive
 Arlington, VA 22209

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

Advertiser Name: American Petroleum Institute
Demographic: A35+
Product Codes: AS1,PL4
Priority: 03
Revenue Codes: Agency, Political, Political-PAC

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/01/14	12/07/14	3	\$5,200.00	\$4,420.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2014	3	\$5,200.00	\$4,420.00	0.00
Totals	3	\$5,200.00	\$4,420.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Order Share	Share	Total
WXMI-TV	14%	\$5,200.00
Market	100%	\$37,142.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	32%	\$11,885.71
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	35%	\$13,000.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$7,057.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	17	12/01/14	12/07/14	M-F 10p-11p M,W 10p-11p	CM	10p-11p	M-W----	:30	2	\$600.0003		0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		12/01/14	12/07/14	M-W----		2		\$600.00		0.00					
2	17	12/07/14	12/07/14	NFL Reg Ssn Local Tm Lions Football	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	1	\$4,000.0003		0.00	NM	1	\$4,000.00

Order / Rev: 22912
 Alt Order #: 07473916
 Flight Dates: 12/01/14 - 12/07/14

Advertiser: American Petroleum Institute
 Product Desc: HF Shale
 Estimate: 1615

WXMI-TV

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2	17	12/07/14	12/07/14	NFL Reg Ssn Local Tm Lions Football	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	1	\$4,000.00	003	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 12/01/14	12/07/14	-----S		1		\$4,000.00		0.00					
													Totals	3	\$5,200.00