

## ORDER

WDBJ7

**Orders**  
**Order / Rev:** 32491  
**Alt Order #:** 07359022  
**Product Desc:** WARNER FOR SENATE  
**Estimate:** 3551  
**Flight Dates:** 10/07/14 - 10/13/14  
**Original Date / Rev:** 10/08/14 / 10/08/14  
**Order Type:** GENERAL

## WDBJ Television Inc.

**Primary AE:** MATTHEW NORTEN  
**Sales Office:** Poli  
**Sales Region:** Pol

**Agency**  
**Name:** GREER MARGOLIS MITCHELL  
**Buying Contact:**  
**Billing Contact:**  
 GREER MARGOLIS MITCHELL  
 WASHINGTON, DC 20007

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

**Advertiser**  
**Name:** Poli/M Warner/D/Sen/VA  
**Demographic:** A35+  
**Product Codes:** PL3  
**Priority:** IP  
**Revenue Codes:** AGY, POL 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
09/29/14	10/13/14	28	\$5,565.00	\$4,730.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	28	\$5,565.00	\$4,730.25	0.00
<b>Totals</b>	<b>28</b>	<b>\$5,565.00</b>	<b>\$4,730.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATTHEW NORTEN			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WDBJ Television Inc.	50%	\$5,565.00
Market	100%	\$11,130.00

## Competitive Share

	Share	Total
CABLE	1%	\$111.30
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	1%	\$111.30
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	8%	\$890.40
WPXR	0%	\$0.00
WSET	15%	\$1,669.50
WSLS	25%	\$2,782.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDBJ7	10/07/14	10/10/14	M-F 10-11A /MILLIONAIRE	CM	M-F 10-11A	-TWTF--	:30	1	\$35.00	OC	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--			1			\$35.00		0.00			
2	WDBJ7	10/13/14	10/13/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	1-----	:30	1	\$330.00	IP	0.00	NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 32491  
 Alt Order #: 07359022  
 Flight Dates: 10/07/14 - 10/13/14

Advertiser: Poli/M Warner/D/Sen/VA  
 Product Desc: WARNER FOR SENATE  
 Estimate: 3551

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDBJ7	10/13/14	10/13/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	1-----	:30	1	\$330.00	IP	0.00	NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/14	10/19/14	1-----		1			\$330.00		0.00				
3	WDBJ7	10/07/14	10/10/14	M-F 1135P-1235A LATE SHOW WITH DAVID LETK(11:35 PM-12:35 XM)	CM	M-F 1135P-1235A	-TWTF--	:30	1	\$110.00	P1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$110.00		0.00				
4	WDBJ7	10/07/14	10/10/14	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TWTF--	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$175.00		0.00				
5	WDBJ7	10/07/14	10/10/14	M-F 1230-130P M-F 1230-130P	CM	M-F 1230-130P	-TWTF--	:30	1	\$160.00	P1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$160.00		0.00				
6	WDBJ7	10/07/14	10/10/14	M-F 1235-135A Late Late Show With Craig Ferg(12:35 XM-1:35 XM)	CM	M-F 1235-135A	-TWTF--	:30	1	\$15.00	IP	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$15.00		0.00				
7	WDBJ7	10/13/14	10/13/14	M-F 2P-3P M-F 2-3P	CM	M-F 2-3P	1-----	:30	1	\$95.00	P1	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/14	10/19/14	1-----		1			\$95.00		0.00				
8	WDBJ7	10/07/14	10/10/14	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	-TWTF--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$100.00		0.00				
9	WDBJ7	10/07/14	10/10/14	M-F 4-5P ELLEN	CM	M-F 4-5P	-TWTF--	:30	1	\$85.00	OC	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$85.00		0.00				
10	WDBJ7	10/07/14	10/10/14	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	-TWTF--	:30	1	\$230.00	OC	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$230.00		0.00				
11	WDBJ7	10/07/14	10/10/14	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	-TWTF--	:30	2	\$35.00	OC	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		2			\$35.00		0.00				
12	WDBJ7	10/13/14	10/13/14	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	1-----	:30	1	\$275.00	IP	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/14	10/19/14	1-----		1			\$275.00		0.00				
13	WDBJ7	10/07/14	10/10/14	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-TWTF--	:30	1	\$380.00	OC	0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$380.00		0.00				
14	WDBJ7	10/13/14	10/13/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	1-----	:30	1	\$170.00	OC	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/14	10/19/14	1-----		1			\$170.00		0.00				
15	WDBJ7	10/07/14	10/10/14	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	-TWTF--	:30	1	\$400.00	OC	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		1			\$400.00		0.00				
16	WDBJ7	10/07/14	10/10/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$160.00	P1	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-TWTF--		2			\$160.00		0.00				

Order / Rev: 32491  
 Alt Order #: 07359022  
 Flight Dates: 10/07/14 - 10/13/14

Advertiser: Poli/M Warner/D/Sen/VA  
 Product Desc: WARNER FOR SENATE  
 Estimate: 3551

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDBJ7	10/07/14	10/10/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$160.00	P1	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TWTF--					2	\$160.00		0.00			
17	WDBJ7	10/07/14	10/10/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	-TWTF--	:30	1	\$500.00	IP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TWTF--					1	\$500.00		0.00			
18	WDBJ7	10/07/14	10/10/14	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	-TWTF--	:30	1	\$45.00	IP	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TWTF--					1	\$45.00		0.00			
19	WDBJ7	10/10/14	10/10/14	FRIDAY FOOTBALL EXCM FRIDAY FOOTBALL EXTRA	CM	FFE 1115P-1145P	----1--	:30	1	\$285.00	OC	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--					1	\$285.00		0.00			
20	WDBJ7	10/10/14	10/10/14	FRI HOUR 2 FRI 9-10P	CM	FRI 9-10P	----1--	:30	1	\$810.00	IP	0.00	NM	1	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--					1	\$810.00		0.00			
21	WDBJ7	10/11/14	10/11/14	SAT HOUR 3 SAT 10-11P	CM	SAT 10-11P	-----1-	:30	1	\$90.00	OC	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1-					1	\$90.00		0.00			
22	WDBJ7	10/11/14	10/11/14	SAT 1135P-1235A 1135P-1235X	CM	1135P-1235X (11:35 PM-12:35 XM)	-----1-	:30	1	\$30.00	IP	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1-					1	\$30.00		0.00			
23	WDBJ7	10/11/14	10/11/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$50.00	OC	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: 10/06/14	10/12/14	-----1-					1	\$50.00		0.00			
24	WDBJ7	10/12/14	10/12/14	VT COACHES SHOW VT COACHES SHOW	CM	SU 1130A - 12P	-----1	:30	1	\$50.00	IP	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: 10/06/14	10/12/14	-----1					1	\$50.00		0.00			
25	WDBJ7	10/08/14	10/08/14	WED HOUR 1 WED 8-9P	CM	WED 8-9P (8:00 PM-9:00 PM)	--1----	:30	1	\$640.00	OC	0.00	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1----					1	\$640.00		0.00			
N26	WDBJ7	10/12/14	10/12/14	SU 11-1135P NEWS 7 AT 11 SUNDAY	CM	SUN 11P-1135P	-----1	:30	1	\$115.00	OC	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1					1	\$115.00		0.00			
													Totals	28	\$5,565.00

REP HEADLINE# 7359022 TRF# 32491  
\$\$\$ MOD# 2: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM STATION OCT8/14 13.07  
\*\*\* WDBJ-TV \*\*\*

ADV # ADV. NAME POLI/M WARNER/D/SEN/VA

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MATTHEW NORTEN (H)

ORDER # CONTRACT # 7359022

CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#3551 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT7/14 OCT13/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/14 13.07

REP: MAKEGOOD

M1 OK'D AS BONUS

REV TTL \$5,565 @28X

PLEASE CONFIRM

THANKS SHOSHANA FOR MATT

STA:

CON CM FRIENDS OF MARK WARNER

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS: M1 OK'D MISSED: BONUS OCT12 30S \$115.00 (OCT8/14)  
OFFER: SUN/1100P-1135P PLS ADVISE.

CMT: MG FOR SPOT MISSED ON HL# 7197701

CONTRACT TOTAL \$5,565.00  
TOTAL SPOTS 28

REP HEADLINE# 7359022 TRF# 32491  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
OCT8/14 10.52  
\*\*\* WDBJ-TV \*\*\*

ADV # ADV. NAME POLI/M WARNER/D/SEN/VA

REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

BUYER NAME MIKE FURMAN

3050 K ST NW,

SALES PRSN WA- MATTHEW NORTEN (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 7359022

CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#3551 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT7/14 OCT13/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT8/14 10.52

REP: MAKEGOOD

M1 OK'D AS BONUS  
REV TTL \$5,565 @28X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MATT

STA:

CON CM FRIENDS OF MARK WARNER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 198 AGENCY EST# = 3551  
AGENCY PRODUCT CODE = 213

26	A		1100P-1135P	30		\$115.00	10/12	10/12	1		SUN	1
----	---	--	-------------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : WDBJ AT 11P SUNDAY  
ORD COM1 : MG FOR SPOT MISSED ON HL# 7197701  
STATION MAKEGOOD OFFERS:  
M1 OK'D MISSED: BONUS OCT12 30S \$115.00 (OCT8/14)  
OFFER: SUN/1100P-1135P PLS ADVISE.  
CMT: MG FOR SPOT MISSED ON HL# 7197701

REP HEADLINE# 7359022 TRF# 32491  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP OCT8/14 10.52  
\*\*CHANGES\*\* \*\*\* WDBJ-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

OCT/14 \$5,565.00

CONTRACT TOTAL \$5,565.00  
TOTAL SPOTS 28

MARKET TOTALS \$9,350 WDBJ 50% WSET 15% WSIS 25% WFXR 8% CABL 1% WPKR 0% WDRL 0%  
WBVA 0% EDBJ 1%

SHARES ARE ESTIMATED

SVC- NSI BOOKS- OCT/PJ  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE