

ORDER



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
Totals	28	\$5,565.00	\$4,730.25	0.00

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>					

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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 LET	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	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					

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Advertiser: Poli/M Warner/D/Sen/VA
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 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 EX CM 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 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION OCT8/14 13.07
 *** 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 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 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/14 10.52
 CHANGES ** 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
26	A		1100P-1135P	30		\$115.00	10/12	10/12	1		SUN	1
AGENCY ADVERTISER CODE = 198 AGENCY EST# = 3551 AGENCY PRODUCT CODE = 213 PROGRAM : WDBJ7 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
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OCT/14 \$5,565.00

CONTRACT TOTAL \$5,565.00
 TOTAL SPOTS 28

MARKET TOTALS \$9,350 WDBJ 50% WSET 15% WSIS 25% WPKR 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