

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: 09/11/14 / 09/11/14
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	27	\$4,675.00	\$3,973.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	27	\$4,675.00	\$3,973.75	0.00
Totals	27	\$4,675.00	\$3,973.75	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

Order Share	Share	Total
WDBJ Television Inc.	50%	\$4,675.00
Market	100%	\$9,350.00

Competitive Share

Competitive Share	Share	Total
CABLE	1%	\$93.50
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	1%	\$93.50
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	8%	\$748.00
WPXR	0%	\$0.00
WSET	15%	\$1,402.50
WSLS	25%	\$2,337.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 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				
E 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	\$220.00	OC	0.00	NM	1	\$220.00
		<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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 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
E 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	\$220.00	OC	0.00	NM	1	\$220.00
		<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				\$220.00		0.00			
E 3	WDBJ7	10/07/14	10/10/14	M-F 1135P-1235A LATE SHOW WITH DAVID LETT(11:35 PM-12:35 XM)	CM	M-F 1135P-1235A	-TWTF--	: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	-TWTF--		1				\$50.00		0.00			
E 4	WDBJ7	10/07/14	10/10/14	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TWTF--	:30	1	\$115.00	IP	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	-TWTF--		1				\$115.00		0.00			
E 5	WDBJ7	10/07/14	10/10/14	M-F 1230-130P M-F 1230-130P	CM	M-F 1230-130P	-TWTF--	:30	1	\$100.00	IP	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			
E 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			
E 7	WDBJ7	10/13/14	10/13/14	M-F 2P-3P M-F 2-3P	CM	M-F 2-3P	1-----	:30	1	\$35.00	IP	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: 10/13/14	10/19/14	1-----		1				\$35.00		0.00			
E 8	WDBJ7	10/07/14	10/10/14	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	-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			
E 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			
E 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			
E 11	WDBJ7	10/07/14	10/10/14	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	-TWTF--	:30	2	\$45.00	OC	0.00	NM	2	\$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	-TWTF--		2				\$45.00		0.00			
E 12	WDBJ7	10/13/14	10/13/14	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	1-----	:30	1	\$210.00	OC	0.00	NM	1	\$210.00
		<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				\$210.00		0.00			
E 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			
E 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			
E 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			
E 16	WDBJ7	10/07/14	10/10/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$65.00	OC	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TWTF--		2				\$65.00		0.00			

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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
E 16	WDBJ7	10/07/14	10/10/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$65.00	OC	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TWTF--		2			\$65.00			0.00			
E 17	WDBJ7	10/07/14	10/10/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	-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			
E 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	\$40.00	OC	0.00	NM	1	\$40.00
		<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			\$40.00			0.00			
E 19	WDBJ7	10/10/14	10/10/14	FRIDAY FOOTBALL EX CM FRIDAY FOOTBALL EXTRA		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			
E 20	WDBJ7	10/10/14	10/10/14	FRI HOUR 2 FRI 9-10P	CM	FRI 9-10P	----1--	:30	1	\$705.00	OC	0.00	NM	1	\$705.00
		<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			\$705.00			0.00			
E 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			
E 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			
E 23	WDBJ7	10/11/14	10/11/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$75.00	IP	0.00	NM	1	\$75.00
		<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			\$75.00			0.00			
E 24	WDBJ7	10/12/14	10/12/14	SUN 11-1130A SUN 11A-1130A	CM	SUN 11A-1130A	-----1	:30	1	\$45.00	OC	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	-----1		1			\$45.00			0.00			
E 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	\$695.00	OC	0.00	NM	1	\$695.00
		<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			\$695.00			0.00			
Totals														27	\$4,675.00

REP HEADLINE# 7359022
\$\$\$ MOD# 0 : APPROVED REV #0 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION SEP11/14 13.53
*** 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 SEP11/14 13.53

CON CM FRIENDS OF MARK WARNER

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

CONTRACT TOTAL \$4,675.00
TOTAL SPOTS 27

FAX# 703-516-9680 SEP11/14 11.52
HARRIS REPORT FROM REP *** WDBJ-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME MIKE FURMAN

SALES PRSN WA- MATTHEW NORTEN (H)

ORDER # _____ CONTRACT # 7359022

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	WARNER FOR SENATE	EST#3551	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT7/14 OCT13/14 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP11/14	11.52
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REP: NEW ORDER

TTL \$4,675 @27X
PLEASE CONFIRM
THANKS! KIM FOR MATT

CON CM FRIENDS OF MARK WARNER

BB

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

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

1	1000A-1100A	30	\$35.00	10/7	10/10	1	TU-F	1
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PROGRAM : MILLIONAIRE / MILLIONAIRE
CON COM1: MILLIONAIRE / MILLIONAIRE

2	1100P-1135P	30	\$2220.00	10/13	10/13	1	MON	1
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PROGRAM : WDBJ7 AT ELEVEN
CON COM1: WDBJ7 AT ELEVEN

3	1135P-1235A	30	\$50.00	10/7	10/10	1	TU-F
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PROGRAM : DAVID LETTERMAN
CON COM1 : DAVID LETTERMAN

SEP11/14 11.52

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1100A-1200N PROGRAM : THE PRICE IS RIGHT CON COM1 : THE PRICE IS RIGHT	30		\$115.00	10/7	10/10	1		TU-F	1
5			1230P-130P PROGRAM : YOUNG & RESTLESS CON COM1 : YOUNG & RESTLESS	30		\$100.00	10/7	10/10	1		TU-F	1
6			1235A-135A PROGRAM : CRAIG FERGUSON CON COM1 : CRAIG FERGUSON	30		\$15.00	10/7	10/10	1		TU-F	1
7			200P-300P PROGRAM : THE TALK CON COM1 : THE TALK	30		\$35.00	10/13	10/13	1		MON	1
8			300P-400P PROGRAM : LET'S MAKE A DEAL CON COM1 : LET'S MAKE A DEAL	30		\$45.00	10/7	10/10	1		TU-F	1
9			400P-500P PROGRAM : ELLEN CON COM1 : ELLEN	30		\$85.00	10/7	10/10	1		TU-F	1
10			500P-530P PROGRAM : WDBJ7 AT FIVE CON COM1 : WDBJ7 AT FIVE	30		\$230.00	10/7	10/10	1		TU-F	1
11			500A-600A PROGRAM : WDBJ7 EARLY MORNING CON COM1 : WDBJ7 EARLY MORNING	30		\$45.00	10/7	10/10	2		TU-F	2
12			530P-600P PROGRAM : ANDY GRIFFITH CON COM1 : ANDY GRIFFITH	30		\$210.00	10/13	10/13	1		MON	1

REP HEADLINE# 7359022
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

SEP11/14 11.52
 *** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P PROGRAM : WDBJ7 AT SIX CON COM1: WDBJ7 AT SIX	30		\$380.00	10/7	10/10	1		TU-F	1
14			600A-700A PROGRAM : WDBJ7 MORNIN' CON COM1: WDBJ7 MORNIN'	30		\$170.00	10/13	10/13	1		MON	1
15			700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1: WHEEL OF FORTUNE	30		\$400.00	10/7	10/10	1		TU-F	1
16			700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$65.00	10/7	10/10	2		TU-F	2
17			730P-800P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30		\$400.00	10/7	10/10	1		TU-F	1
18			900A-1000A PROGRAM : LIVE! WITH KELLY & MICHAEL CON COM1: LIVE! WITH KELLY & MICHAEL	30		\$40.00	10/7	10/10	1		TU-F	1
19			1115P-1145P PROGRAM : FRIDAY FOOTBALL EXTRA CON COM1: FRIDAY FOOTBALL EXTRA	30		\$285.00	10/10	10/10	1		FRI	1
20			900P-1000P PROGRAM : HAWAII FIVE-O CON COM1: HAWAII FIVE-O	30		\$705.00	10/10	10/10	1		FRI	1
21			1000P-1100P PROGRAM : 48 HOURS MYSTERY CON COM1: 48 HOURS MYSTERY	30		\$90.00	10/11	10/11	1		SAT	1

REP HEADLINE# 7359022
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 SEP11/14 11.52
 *** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1135P-1235A	30		\$30.00	10/11	10/11	1		SAT	1
PROGRAM : LEVERAGE												
CON COM1 : LEVERAGE												
23			900A-1100A	30		\$75.00	10/11	10/11	1		SAT	1
PROGRAM : CBS SATURDAY EARLY SHOW												
CON COM1 : CBS SATURDAY EARLY SHOW												
24			1100A-1130A	30		\$45.00	10/12	10/12	1		SUN	1
PROGRAM : VIRGINIA TECH COACHES SHOW												
CON COM1 : VIRGINIA TECH COACHES SHOW												
25			800P-900P	30		\$695.00	10/8	10/8	1		WED	1
PROGRAM : SURVIVOR												
CON COM1 : SURVIVOR												

OCT/14 \$4,675.00

CONTRACT TOTAL \$4,675.00
 TOTAL SPOTS 27

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

SHARES ARE ESTIMATED
 SVC- NSI BOOKS- OCT/PJ
 DEMOS- RA35+*