

ORDER



WGHP-TV

Orders
Order / Rev: 273263
Alt Order #: 08132237
Product Desc: O'NEILL 2/23
Estimate: 6792
Flight Dates: 02/23/16 - 02/29/16
Original Date / Rev: 02/02/16 / 02/02/16
Order Type: GENERAL

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency
Name: National Media Research Planning & I
Buying Contact: Tracey Robinson
Billing Contact: Tracey Robinson
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser
Name: O'Neill /R /ATG /NC
Demographic: A35-64
Product Codes: PL2.a.ii
Priority: 04
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 02/01/16 | 02/28/16 | 11 | \$2,720.00 | \$2,312.00 |
| 02/29/16 | 02/29/16 | 2 | \$675.00 | \$573.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|--------------|
| February 2016 | 11 | \$2,720.00 | \$2,312.00 | 47.00 |
| March 2016 | 2 | \$675.00 | \$573.75 | 10.00 |
| Totals | 13 | \$3,395.00 | \$2,885.75 | 57.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jamie Andrus | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|------------|
| WGHP-TV | 37% | \$3,395.00 |
| Market | 100% | \$9,175.68 |

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCWG | 0% | \$0.00 |
| WFMY | 25% | \$2,293.92 |
| WGPX | 0% | \$0.00 |
| WLXI | 0% | \$0.00 |
| WMYV | 0% | \$0.00 |
| WUNL | 0% | \$0.00 |
| WXII | 35% | \$3,211.49 |
| WXLV | 3% | \$275.27 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|----|-------------------|-----------------|----------------------------|-------|-----------------|-------------------|---------|-------------|----------|---------------|------|------|-------|----------|
| 1 | 8 | 02/26/16 | 02/26/16 | M-F 6p-630p M-F 6p-630p | CM | 6:00 PM-6:30 PM | ----1-- | :15/:15 | 1 | \$275.00 | 04 | 5.60 | BK | 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: | | 02/22/16 | 02/28/16 | ----1-- | | | 1 | | \$275.00 | | 5.60 | | | | |
| 2 | 8 | 02/26/16 | 02/26/16 | M-F 8a-9a M-F 8a-9a | CM | 8:00 AM-9:00 AM | ----1-- | :15/:15 | 1 | \$140.00 | 04 | 4.00 | BK | 1 | \$140.00 |
| | | <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 #: 08132237
 Flight Dates: 02/23/16 - 02/29/16

Advertiser: O'Neill /R /ATG /NC
 Product Desc: O'NEILL 2/23
 Estimate: 6792

WGHP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------------------|-----------------|------------------------------------|-------|--|---------|---------|-------------------|-------------|-----|---------------|--------|-------|------------|
| 2 | 8 | 02/26/16 | 02/26/16 | M-F 8a-9a M-F 8a-9a | CM | 8:00 AM-9:00 AM | ----1-- | :15/:15 | 1 | \$140.00 | 04 | 4.00 | BK | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/22/16 | 02/28/16 | ----1-- | | | | | 1 | \$140.00 | | 4.00 | | | |
| 3 | 8 | 02/29/16 | 02/29/16 | M-F 10p-11p M-F 10p-11p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | 1----- | :15/:15 | 1 | \$400.00 | 04 | 4.40 | BK | 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: 02/29/16 | 03/06/16 | 1----- | | | | | 1 | \$400.00 | | 4.40 | | | |
| 4 | 8 | 02/29/16 | 02/29/16 | M-F 6p-630p M-F 6p-630p | CM | 6:00 PM-6:30 PM | 1----- | :15/:15 | 1 | \$275.00 | 04 | 5.60 | BK | 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: 02/29/16 | 03/06/16 | 1----- | | | | | 1 | \$275.00 | | 5.60 | | | |
| 5 | 8 | 02/28/16 | 02/28/16 | FOX News Sunday FOX News Sunday | CM | 9:00 AM-10:00 AM | -----1 | :15/:15 | 1 | \$40.00 | 04 | 0.60 | BK | 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: 02/22/16 | 02/28/16 | -----1 | | | | | 1 | \$40.00 | | 0.60 | | | |
| 6 | 8 | 02/25/16 | 02/25/16 | M-F 10p-11p M-F 10p-11p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | ---1--- | :15/:15 | 1 | \$400.00 | 04 | 4.40 | BK | 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: 02/22/16 | 02/28/16 | ---1--- | | | | | 1 | \$400.00 | | 4.40 | | | |
| 7 | 8 | 02/25/16 | 02/25/16 | M-F 6p-630p M-F 6p-630p | CM | 6:00 PM-6:30 PM | ---1--- | :15/:15 | 1 | \$275.00 | 04 | 5.60 | BK | 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: 02/22/16 | 02/28/16 | ---1--- | | | | | 1 | \$275.00 | | 5.60 | | | |
| 8 | 8 | 02/25/16 | 02/25/16 | M-F 7a-8a M-F 7a-8a | CM | 7:00 AM-8:00 AM | ---1--- | :15/:15 | 1 | \$250.00 | 04 | 3.60 | BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/22/16 | 02/28/16 | ---1--- | | | | | 1 | \$250.00 | | 3.60 | | | |
| 9 | 8 | 02/23/16 | 02/23/16 | M-F 10p-11p M-F 10p-11p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | 1----- | :15/:15 | 1 | \$400.00 | 04 | 4.40 | BK | 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: 02/22/16 | 02/28/16 | 1----- | | | | | 1 | \$400.00 | | 4.40 | | | |
| 10 | 8 | 02/23/16 | 02/23/16 | M-F 6p-630p M-F 6p-630p | CM | 6:00 PM-6:30 PM | -1----- | :15/:15 | 1 | \$275.00 | 04 | 5.60 | BK | 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: 02/22/16 | 02/28/16 | -1----- | | | | | 1 | \$275.00 | | 5.60 | | | |
| 11 | 8 | 02/23/16 | 02/23/16 | M-F 7a-8a M-F 7a-8a | CM | 7:00 AM-8:00 AM | -1----- | :15/:15 | 1 | \$250.00 | 04 | 3.60 | BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/22/16 | 02/28/16 | -1----- | | | | | 1 | \$250.00 | | 3.60 | | | |
| 12 | 8 | 02/24/16 | 02/24/16 | M-F 6p-630p M-F 6p-630p | CM | 6:00 PM-6:30 PM | --1---- | :15/:15 | 1 | \$275.00 | 04 | 5.60 | BK | 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: 02/22/16 | 02/28/16 | --1---- | | | | | 1 | \$275.00 | | 5.60 | | | |
| 13 | 8 | 02/24/16 | 02/24/16 | M-F 8a-9a M-F 8a-9a | CM | 8:00 AM-9:00 AM | --1---- | :15/:15 | 1 | \$140.00 | 04 | 4.00 | BK | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/22/16 | 02/28/16 | --1---- | | | | | 1 | \$140.00 | | 4.00 | | | |
| | | | | | | | | | | | | | Totals | 13 | \$3,395.00 |