

## ORDER



**Orders**  
**Order / Rev:** 395464  
**Alt Order #:** 08414504  
**Product Desc:** BERRY MAYOR C13C19  
**Estimate:** C13C19  
**Flight Dates:** 10/13/16 - 10/19/16  
**Original Date / Rev:** 10/12/16 / 10/12/16  
**Order Type:** GENERAL

## WTVR-TV

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

**Agency**  
**Name:** Smart Media Group LLC  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Ave.  
 Alexandria, VA 22301

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

**Advertiser**  
**Name:** Berry/R/Mayor  
**Demographic:** HH  
**Product Codes:** PL1.f.ii  
**Priority:** Default  
**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
09/26/16	10/19/16	7	\$8,675.00	\$7,373.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	7	\$8,675.00	\$7,373.75	35.60
<b>Totals</b>	<b>7</b>	<b>\$8,675.00</b>	<b>\$7,373.75</b>	<b>35.60</b>

## Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	6	10/16/16	10/16/16	Sunday Prime Hour 1	CM	7:00 PM-8:00 PM	-----1	:30	1	\$3,000.00	07	9.70	NM	1	\$3,000.00
				Sunday Prime Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$3,000.00		9.70			
2	6	10/18/16	10/18/16	Tuesday Prime Hour 1	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$1,200.00	07	11.70	NM	1	\$1,200.00
				Tuesday Prime Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$1,200.00		11.70			
3	6	10/18/16	10/18/16	M-F 9a-10a	CM	9:00 AM-10:00 AM	-1-----	:30	1	\$225.00	02	1.30	NM	1	\$225.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$225.00		1.30			
4	6	10/18/16	10/18/16	Tuesday Prime Hour 2	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$1,300.00	07	10.30	NM	1	\$1,300.00
				Tuesday Prime Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$1,300.00		10.30			
5	6	10/19/16	10/19/16	Presidential Debate	CM	9:00 PM-11:00 PM	--1----	:30	1	\$2,500.00	04	7.70	NM	1	\$2,500.00
				Presidential Debate		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$2,500.00		0.00			
N 6	6	10/17/16	10/17/16	M-F 9a-10a	CM	9:00 AM-10:00 AM	1-----	:30	1	\$225.00	02	1.30	NM	1	\$225.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	1-----		1				\$225.00		1.30			

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WTVR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	6	10/19/16	10/19/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-- 1----	:30	1	\$225.00	02	1.30	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/17/16		10/17/16	10/23/16	-- 1----	1		\$225.00		1.30						
Totals													7	\$8,675.00	