

# ORDER



**Orders**  
**Order / Rev:** 31255  
**Alt Order #:** 07198455  
**Product Desc:** WARNER FOR SENATE  
**Estimate:** 2818  
**Flight Dates:** 10/14/14 - 10/20/14  
**Original Date / Rev:** 09/18/14 / 09/22/14  
**Order Type:** GENERAL

**WDBJ / dba My19**  
**Primary AE:** WILL HILDEBRANDT  
**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	10/20/14	25	\$351.00	\$298.35

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	25	\$351.00	\$298.35	0.00
<b>Totals</b>	<b>25</b>	<b>\$351.00</b>	<b>\$298.35</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WILL HILDEBRANDT			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDBJ / dba My19	1%	\$351.00
Market	100%	\$35,100.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
CW	0%	\$0.00
MyNet	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDBJ	56%	\$19,656.00
WDRL	0%	\$0.00
WFXR	11%	\$3,861.00
WPXR	0%	\$0.00
WSET	15%	\$5,265.00
WSLS	17%	\$5,967.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	MYTV	10/14/14	10/17/14	MYNEWS7 AT 10 MYNEWS7 AT 10	CM	M-F 10-1030P	-TWTF--	:30	2	\$10.00	OC	0.00	NM	2	\$20.00
		<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	-TWTF--		2				\$10.00		0.00			
2	MYTV	10/14/14	10/17/14	M-F 10-11A AMERICA'S COURT	CM	M-F 10-11A	-TWTF--	:30	2	\$3.00	OC	0.00	NM	2	\$6.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 31255  
 Alt Order #: 07198455  
 Flight Dates: 10/14/14 - 10/20/14

Advertiser: Poli/M Warner/D/Sen/VA  
 Product Desc: WARNER FOR SENATE  
 Estimate: 2818

WDBJ / dba My19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	MYTV	10/14/14	10/17/14	M-F 10-11A AMERICA'S COURT	CM	M-F 10-11A	-TWTF--	:30	2	\$3.00	OC	0.00	NM	2	\$6.00
		<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	-TWTF--					2	\$3.00		0.00			
N 3	MYTV	10/14/14	10/17/14	M-F 6-7P RULES OF ENGAGEMENT	CM	M-F 6-7P	-TWTF--	:30	4	\$5.00	OC	0.00	NM	4	\$20.00
		<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	-TWTF--					4	\$5.00		0.00			
N 4	MYTV	10/14/14	10/17/14	M-F 7-730P COUGAR TOWN	CM	M-F 7-730P	-TWTF--	:30	4	\$15.00	OC	0.00	NM	4	\$60.00
		<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	-TWTF--					4	\$15.00		0.00			
N 5	MYTV	10/14/14	10/17/14	M-F 730-8P RAISING HOPE	CM	M-F 730-8P	-TWTF--	:30	4	\$15.00	OC	0.00	NM	4	\$60.00
		<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	-TWTF--					4	\$15.00		0.00			
N 6	MYTV	10/17/14	10/17/14	FRI 8-9P BONES	CM	FRI 8-9P (8:00 PM-9:00 PM)	----1--	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<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	\$25.00		0.00			
7	MYTV	10/20/14	10/20/14	MON 8-9P LAW & ORDER: SVU	CM	MON 8-9P	1-----	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----					1	\$25.00		0.00			
8	MYTV	10/20/14	10/20/14	MON 9-10P LAW & ORDER: SVU	CM	MON 9-10P (9:00 PM-10:00 PM)	1-----	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----					1	\$25.00		0.00			
N 9	MYTV	10/14/14	10/14/14	TUE 9-10P LAW & ORDER CRIMINAL INT(9:00 PM-10:00 PM)	CM	TUE 9-10P	-1-----	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<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	\$25.00		0.00			
N 10	MYTV	10/15/14	10/15/14	WED 8-9P THE WALKING DEAD	CM	WED 8-9P	--1----	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<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	\$25.00		0.00			
N 11	MYTV	10/15/14	10/15/14	WED 9-10P THE WALKING DEAD	CM	WED 9-10P	--1----	:30	1	\$25.00	OC	0.00	NM	1	\$25.00
		<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	\$25.00		0.00			
N 12	MYTV	10/20/14	10/20/14	M-F 6-7P RULES OF ENGAGEMENT	CM	M-F 6-7P (6:00 PM-7:00 PM)	1-----	:30	1	\$5.00	OC	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----					1	\$5.00		0.00			
N 13	MYTV	10/20/14	10/20/14	M-F 7-730P COUGAR TOWN	CM	M-F 7-730P	1-----	:30	1	\$15.00	OC	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: 10/20/14	10/26/14	1-----					1	\$15.00		0.00			
N 14	MYTV	10/20/14	10/20/14	M-F 730-8P RAISING HOPE	CM	M-F 730-8P	1-----	:30	1	\$15.00	OC	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: 10/20/14	10/26/14	1-----					1	\$15.00		0.00			
													Totals	25	\$351.00

REP HEADLINE# 7198455 REP: TEL# 703-516-9399 FAX# 703-516-9680  
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION SEP22/14 09.37  
\*\*\* EDBJ-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 # 7198455 CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#2818 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT14/14 OCT20/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP22/14 09.37

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

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

CONTRACT TOTAL \$351.00  
TOTAL SPOTS 25

REP HEADLINE# 7198455 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/14 17.18  
 \*\*CHANGES\*\* \*\*\* EDBJ-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 # 7198455 CLASS: NATL. LOCAL REGIONAL  
 PRDCT WARNER FOR SENATE EST#2818 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT14/14 OCT20/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP19/14 17.18

REP: REVISED ORDER 9/19/14  
 CHANGED PROGRAMS TITLES ON LINES 3,5,6,9-12,14  
 TOTALS STAYED THE SAME  
 PLEASE CONFIRM  
 THANKS DEIDRE FOR MATT

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 FRIENDS OF MARK WARNER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	NZ		600P-700P	30		\$5.00	10/14	10/17	4		TU-F	4
AGENCY ADVERTISER CODE = 198 AGENCY EST# = 2818 AGENCY PRODUCT CODE = 213												
PROGRAM : RULES OF ENGAGEMENT CON COM1 : RULES OF ENGAGEMENT												

REP HEADLINE# 7198455  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP19/14 17.18  
 \*\*\* EDBJ-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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5	NZ		730P-800P	30		\$15.00	10/14	10/17	4		TU-F	4
PROGRAM : RAISING HOPE												
CON COM1 : RAISING HOPE												

6	NZ		800P-900P	30		\$25.00	10/17	10/17	1		FRI	1
PROGRAM : BONES												
CON COM1 : BONES												

9	NZ		900P-1000P	30		\$25.00	10/14	10/14	1		TUE	1
PROGRAM : LAW AND ORDER CI												
CON COM1 : LAW AND ORDER CI												

10	NZ		800P-900P	30		\$25.00	10/15	10/15	1		WED	1
PROGRAM : WALKING DEAD												
CON COM1 : WALKING DEAD												

11	NZ		900P-1000P	30		\$25.00	10/15	10/15	1		WED	1
PROGRAM : WALKING DEAD												
CON COM1 : WALKING DEAD												

12	NZ		600P-700P	30		\$5.00	10/20	10/20	1		MON	1
PROGRAM : RULES OF ENGAGEMENT												
CON COM1 : RULES OF ENGAGEMENT												

14	NZ		730P-800P	30		\$15.00	10/20	10/20	1		MON	1
PROGRAM : RAISING HOPE												
CON COM1 : RAISING HOPE												

OCT/14 \$351.00 CONTRACT TOTAL \$351.00  
 TOTAL SPOTS 25

MARKET TOTALS \$33,756 EDBJ 1% WSET 15% WSLS 17% WPKR 11% CABL 0% WPKR 0% WDRL 0%  
 WBVA 0% WDBJ 56%

SHARES ACCURATE

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

REP HEADLINE# 7198455  
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM STATION  
SEP18/14 13.42  
\*\*\* EDBJ-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 # 7198455 CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#2818 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT14/14 OCT20/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP18/14 13.42

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

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

CONTRACT TOTAL \$351.00  
TOTAL SPOTS 25

REP HEADLINE# 7198455 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP SEP18/14 13.09  
 \*\*CHANGES\*\* \*\*\* EDBJ-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M WARNER/D/SEN/VA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

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FLIGHT DATES OCT14/14 OCT20/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP18/14 13.09

REP: REVISIONS  
 REVISED PROGRAMS LINES 4 AND 13  
 SAME TOTAL  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MATT

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 FRIENDS OF MARK WARNER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4	NZ		700P-730P	30		\$15.00	10/14	10/17	4		TU-F	4
AGENCY ADVERTISER CODE = 198 AGENCY EST# = 2818 AGENCY PRODUCT CODE = 213												
PROGRAM : COUGARTOWN CON COM1 : COUGARTOWN												

REP HEADLINE# 7198455  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP18/14 13.09  
 \*\*\* EDBJ-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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13	NZ		700P-730P	30		\$15.00	10/20	10/20	1		MON	1
PROGRAM : COUGARTOWN												
CON COM1 : COUGARTOWN												
OCT/14						\$351.00						

MARKET TOTALS \$33,756 EDBJ 1% WSET 15% WSLS 17% WPKR 11% CABL 0% WPKR 0% WDRL 0%  
 WBVA 0% WDBJ 56%

SHARES ACCURATE  
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CONTRACT TOTAL \$351.00  
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