

ORDER

WDBJ7

Orders
Order / Rev: 37985
Alt Order #: 07960467
Product Desc: NANCY DYE 4 SENATE
Estimate:
Flight Dates: 10/01/15 - 10/07/15
Original Date / Rev: 09/30/15 / 10/02/15
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: MATTHEW NORTEN
Sales Office: Poli
Sales Region: Pol

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser Name: POLI / N DYE/R/SEN/VA
Demographic: A35+
Product Codes: PL3
Priority: P1
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 |
|------------|----------|---------|--------------|-------------|
| 09/28/15 | 10/07/15 | 76 | \$24,165.00 | \$20,540.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2015 | 76 | \$24,165.00 | \$20,540.25 | 0.00 |
| Totals | 76 | \$24,165.00 | \$20,540.25 | 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

| Order Share | Share | Total |
|----------------------|-------|-------------|
| WDBJ Television Inc. | 50% | \$24,165.00 |
| Market | 100% | \$48,330.00 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| CW | 0% | \$0.00 |
| MyNet | 0% | \$0.00 |
| MYTV | 0% | \$0.00 |
| VANC | 0% | \$0.00 |
| WBRA | 0% | \$0.00 |
| WDRL | 0% | \$0.00 |
| WFXR | 18% | \$8,699.40 |
| WPXR | 0% | \$0.00 |
| WSET | 14% | \$6,766.20 |
| WSLS | 18% | \$8,699.40 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-------|-------------------|-----------------|---------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| E 1 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 6-7A MORNIN' | CM | M-F 6-7A | ---TF-- | :30 | 2 | \$205.00 | P1 | 0.00 | NM | 2 | \$410.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | 2 | | \$205.00 | | 0.00 | | | | |
| E 2 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 6-7A MORNIN' | CM | M-F 6-7A | MTW---- | :30 | 3 | \$205.00 | P1 | 0.00 | NM | 3 | \$615.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

Order / Rev: 37985
 Alt Order #: 07960467
 Flight Dates: 10/01/15 - 10/07/15

Advertiser: POLI / N DYE/R/SEN/VA
 Product Desc: NANCY DYE 4 SENATE
 Estimate:

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 | 10/05/15 | 10/07/15 | M-F 6-7A MORNIN' | CM | M-F 6-7A | MTW---- | :30 | 3 | \$205.00 | P1 | 0.00 | NM | 3 | \$615.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$205.00 | | 0.00 | | | |
| E 3 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 7-9A CBS EARLY SHOW | CM | M-F 7-9A | ---TF-- | :30 | 2 | \$140.00 | P1 | 0.00 | NM | 2 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$140.00 | | 0.00 | | | |
| E 4 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 7-9A CBS EARLY SHOW | CM | M-F 7-9A | MTW---- | :30 | 3 | \$140.00 | P1 | 0.00 | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$140.00 | | 0.00 | | | |
| E 5 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 11A-12N THE PRICE IS RIGHT | CM | M-F 11A-12P | ---TF-- | :30 | 1 | \$120.00 | IP | 0.00 | NM | 1 | \$120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 1 | \$120.00 | | 0.00 | | | |
| E 6 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 11A-12N THE PRICE IS RIGHT | CM | M-F 11A-12P | MTW---- | :30 | 3 | \$120.00 | IP | 0.00 | NM | 3 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$120.00 | | 0.00 | | | |
| E 7 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 12N-1230P NEWS 7 AT NOON | CM | M-F 12-1230P | ---TF-- | :30 | 2 | \$150.00 | P1 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$150.00 | | 0.00 | | | |
| E 8 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 12N-1230P NEWS 7 AT NOON | CM | M-F 12-1230P | M-W---- | :30 | 2 | \$150.00 | P1 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | M-W---- | | | | | 2 | \$150.00 | | 0.00 | | | |
| E 9 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 4-5P ELLEN | CM | M-F 4-5P | ---TF-- | :30 | 2 | \$55.00 | IP | 0.00 | NM | 2 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$55.00 | | 0.00 | | | |
| E 10 | WDBJ7 | 10/06/15 | 10/07/15 | M-F 4-5P ELLEN | CM | M-F 4-5P | -TW---- | :30 | 2 | \$55.00 | IP | 0.00 | NM | 2 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | -TW---- | | | | | 2 | \$55.00 | | 0.00 | | | |
| E 11 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 5-530P NEWS 7 AT 5 | CM | M-F 5-530P | ---TF-- | :30 | 2 | \$360.00 | P1 | 0.00 | NM | 2 | \$720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$360.00 | | 0.00 | | | |
| E 12 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 5-530P NEWS 7 AT 5 | CM | M-F 5-530P | MTW---- | :30 | 3 | \$360.00 | P1 | 0.00 | NM | 3 | \$1,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$360.00 | | 0.00 | | | |
| E 13 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 6-630P NEWS 7 AT 6 | CM | M-F 6-630P | ---TF-- | :30 | 2 | \$475.00 | IP | 0.00 | NM | 2 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$475.00 | | 0.00 | | | |
| E 14 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 6-630P NEWS 7 AT 6 | CM | M-F 6-630P | MTW---- | :30 | 3 | \$475.00 | IP | 0.00 | NM | 3 | \$1,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$475.00 | | 0.00 | | | |
| E 15 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 7-730P WHEEL OF FORTUNE | CM | M-F 7-730P | ---TF-- | :30 | 2 | \$405.00 | IP | 0.00 | NM | 2 | \$810.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | | | | 2 | \$405.00 | | 0.00 | | | |
| E 16 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 7-730P WHEEL OF FORTUNE | CM | M-F 7-730P | MTW---- | :30 | 3 | \$405.00 | IP | 0.00 | NM | 3 | \$1,215.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$405.00 | | 0.00 | | | |

Order / Rev: 37985
 Alt Order #: 07960467
 Flight Dates: 10/01/15 - 10/07/15

Advertiser: POLI / N DYE/R/SEN/VA
 Product Desc: NANCY DYE 4 SENATE
 Estimate:

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 | 10/05/15 | 10/07/15 | M-F 7-730P WHEEL OF FORTUNE | CM | M-F 7-730P | MTW---- | :30 | 3 | \$405.00 | IP | 0.00 | NM | 3 | \$1,215.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | 3 | | | \$405.00 | | | 0.00 | | | |
| E 17 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 730-8P JEOPARDY | CM | M-F 730P-8P (7:30 PM-8:00 PM) | ---TF-- | :30 | 1 | \$405.00 | IP | 0.00 | NM | 1 | \$405.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---TF-- | | 1 | | | \$405.00 | | | 0.00 | | | |
| E 18 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 730-8P JEOPARDY | CM | M-F 730P-8P | MTW---- | :30 | 3 | \$405.00 | IP | 0.00 | NM | 3 | \$1,215.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | 3 | | | \$405.00 | | | 0.00 | | | |
| E 19 | WDBJ7 | 10/01/15 | 10/02/15 | M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY | CM | M-F 11-1135P | ---TF-- | :30 | 1 | \$285.00 | IP | 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: 09/28/15 | 10/04/15 | ---TF-- | | 1 | | | \$285.00 | | | 0.00 | | | |
| E 20 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY | CM | M-F 11-1135P | MTW---- | :30 | 3 | \$285.00 | IP | 0.00 | NM | 3 | \$855.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | 3 | | | \$285.00 | | | 0.00 | | | |
| E 24 | WDBJ7 | 10/04/15 | 10/04/15 | SUN 8-9A NEWS 7 SUNDAY MORNING | CM | 8-9A | -----1 | :30 | 1 | \$110.00 | OC | 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: 09/28/15 | 10/04/15 | -----1 | | 1 | | | \$110.00 | | | 0.00 | | | |
| E 25 | WDBJ7 | 10/06/15 | 10/06/15 | TUE HOUR 2 NCIS: NEW ORLEANS | CM | TUE 9-10P | -1----- | :30 | 1 | \$880.00 | P1 | 0.00 | NM | 1 | \$880.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | -1----- | | 1 | | | \$880.00 | | | 0.00 | | | |
| E 26 | WDBJ7 | 10/07/15 | 10/07/15 | WED HOUR 2 WED 9-10P | CM | WED 9-10P | --1---- | :30 | 1 | \$835.00 | P1 | 0.00 | NM | 1 | \$835.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | --1---- | | 1 | | | \$835.00 | | | 0.00 | | | |
| E 27 | WDBJ7 | 10/01/15 | 10/01/15 | THURS NFL THURS NFL | CM | THURS NFL (8:25 PM-11:30 PM) | ---1--- | :30 | 1 | \$905.00 | IP | 0.00 | NM | 1 | \$905.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | ---1--- | | 1 | | | \$905.00 | | | 0.00 | | | |
| N 30 | WDBJ7 | 10/05/15 | 10/05/15 | M-F 7-8P WHEEL OF FORTUNE/JEOPAI | CM | M-F 7-8P | M----- | :30 | 1 | \$405.00 | IP | 0.00 | NM | 1 | \$405.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | M----- | | 1 | | | \$405.00 | | | 0.00 | | | |
| N 31 | WDBJ7 | 10/01/15 | 10/01/15 | LATE NEWS 1130P-1205A LATE NEWS 1130P-1205A | CM | 1130P-1205A | ---T--- | :30 | 1 | \$285.00 | IP | 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: 09/28/15 | 10/04/15 | ---T--- | | 1 | | | \$285.00 | | | 0.00 | | | |
| N 32 | WDBJ7 | 10/04/15 | 10/04/15 | NFL GAME 1 NFL GAME 1 | CM | SUN 1-4P | -----S | :30 | 1 | \$835.00 | P1 | 0.00 | NM | 1 | \$835.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | -----S | | 1 | | | \$835.00 | | | 0.00 | | | |
| N 33 | WDBJ7 | 10/04/15 | 10/04/15 | NFL GAME 930A-12P NFL LONDON GAME | CM | SAT 930-12P | -----S | :30 | 1 | \$405.00 | OC | 0.00 | NM | 1 | \$405.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | -----S | | 1 | | | \$405.00 | | | 0.00 | | | |
| N 34 | WDBJ7 | 10/05/15 | 10/05/15 | M-F 530-6P ANDY GRIFFITH | CM | M-F 530-6P | M----- | :30 | 1 | \$240.00 | IP | 0.00 | NM | 1 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | M----- | | 1 | | | \$240.00 | | | 0.00 | | | |
| N 35 | WDBJ7 | 10/02/15 | 10/02/15 | M-F 9-10A LIVE WITH KELLY AND MICHA | CM | M-F 9-10A | ----F-- | :30 | 1 | \$75.00 | P1 | 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> | | | |

Order / Rev: 37985
 Alt Order #: 07960467
 Flight Dates: 10/01/15 - 10/07/15

Advertiser: POLI / N DYE/R/SEN/VA
 Product Desc: NANCY DYE 4 SENATE
 Estimate:

WDBJ Television Inc.

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 35 | WDBJ7 | 10/02/15 | 10/02/15 | M-F 9-10A LIVE WITH KELLY AND MICHA | CM | M-F 9-10A | ----F-- | :30 | 1 | \$75.00 | P1 | 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: 09/28/15 | 10/04/15 | ----F-- | | | | | 1 | \$75.00 | | 0.00 | | | |
| N 36 | WDBJ7 | 10/02/15 | 10/02/15 | M-F 3P-4P M-F 3P-4P | CM | M-F 3P-4P | ----F-- | :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: 09/28/15 | 10/04/15 | ----F-- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 37 | WDBJ7 | 10/05/15 | 10/05/15 | M-F 3P-4P M-F 3P-4P | CM | M-F 3P-4P | M----- | :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: 10/05/15 | 10/11/15 | M----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 38 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 10-11A /MILLIONAIRE | CM | M-F 10-11A | MTW---- | :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: 10/05/15 | 10/11/15 | MTW---- | | | | | 1 | \$35.00 | | 0.00 | | | |
| N 39 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 2P-3P M-F 2-3P | CM | M-F 2-3P | MTW---- | :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: 10/05/15 | 10/11/15 | MTW---- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 40 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 6-7P NEWS 7 AT 6/CBS EVENING N | CM | M-F 6-7P | MTW---- | :30 | 3 | \$435.00 | IP | 0.00 | NM | 3 | \$1,305.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$435.00 | | 0.00 | | | |
| N 41 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 7-8P WHEEL OF FORTUNE/JEOPAI | CM | M-F 7-8P | MTW---- | :30 | 3 | \$405.00 | IP | 0.00 | NM | 3 | \$1,215.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$405.00 | | 0.00 | | | |
| N 42 | WDBJ7 | 10/05/15 | 10/07/15 | M-F 7-9A CBS EARLY SHOW | CM | M-F 7-9A | MTW---- | :30 | 3 | \$140.00 | P1 | 0.00 | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | MTW---- | | | | | 3 | \$140.00 | | 0.00 | | | |
| N 43 | WDBJ7 | 10/05/15 | 10/05/15 | MON HOUR 2 SCORPION | CM | MON 9-10P | 1----- | :30 | 1 | \$550.00 | P1 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | 1----- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N 44 | WDBJ7 | 10/06/15 | 10/06/15 | TUE HOUR 1 TUE 8-9P | CM | TUE 8-9P | -1----- | :30 | 1 | \$855.00 | IP | 0.00 | NM | 1 | \$855.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | -1----- | | | | | 1 | \$855.00 | | 0.00 | | | |
| N 45 | WDBJ7 | 10/06/15 | 10/06/15 | TUE HOUR 2 NCIS: NEW ORLEANS | CM | TUE 9-10P | -1----- | :30 | 1 | \$880.00 | P1 | 0.00 | NM | 1 | \$880.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | -1----- | | | | | 1 | \$880.00 | | 0.00 | | | |
| N 46 | WDBJ7 | 10/07/15 | 10/07/15 | WED HOUR 1 SURVIVOR | CM | WED 8-9P | --1---- | :30 | 1 | \$785.00 | P1 | 0.00 | NM | 1 | \$785.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | --1---- | | | | | 1 | \$785.00 | | 0.00 | | | |
| N 47 | WDBJ7 | 10/07/15 | 10/07/15 | WED HOUR 3 CODE BLACK | CM | WED 10-11P | --1---- | :30 | 1 | \$390.00 | IP | 0.00 | NM | 1 | \$390.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/05/15 | 10/11/15 | --1---- | | | | | 1 | \$390.00 | | 0.00 | | | |
| N 48 | WDBJ7 | 10/04/15 | 10/04/15 | SUN HOUR 4 CSI: CYBER | CM | SUN 10-11P | -----1 | :30 | 1 | \$245.00 | OC | 0.00 | NM | 1 | \$245.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/28/15 | 10/04/15 | -----1 | | | | | 1 | \$245.00 | | 0.00 | | | |
| N 49 | WDBJ7 | 10/06/15 | 10/06/15 | M-F 12N-1230P NEWS 7 AT NOON | CM | M-F 12-1230P | -T----- | :30 | 1 | \$150.00 | P1 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 37985
Alt Order #: 07960467
Flight Dates: 10/01/15 - 10/07/15

Advertiser: POLI / N DYE/R/SEN/VA
Product Desc: NANCY DYE 4 SENATE
Estimate:

WDBJ Television Inc.

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|----------|-----|---------------|------|-------|-------------|
| N 49 | WDBJ7 | 10/06/15 | 10/06/15 | M-F 12N-1230P NEWS 7 AT NOON | CM | M-F 12-1230P | -T----- | :30 | 1 | \$150.00 | P1 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/05/15 | 10/11/15 | -T----- | | 1 | | | \$150.00 | | | 0.00 | | | |
| N 50 | WDBJ7 | 10/06/15 | 10/06/15 | M-F 9-10A LIVE WITH KELLY AND MICHA | CM | M-F 9-10A | -T----- | :30 | 1 | \$75.00 | P1 | 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: | 10/05/15 | 10/11/15 | -T----- | | 1 | | | \$75.00 | | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 76 | \$24,165.00 |

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT5/15 14.32
REP HEADLINE# 7960467 TRF# 37985 *** WDBJ-TV ***
\$\$\$ MOD# 3: APPROVED REV #2 \$\$\$

ADV # ADV. NAME POLI/N DYE/R/SEN/VA REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME SCOTT FRANKLIN

7669 STAGERS LOOP SALES PRSN WA- MATTHEW NORTEN (H)
DELAWARE, OH 43015

ORDER # CONTRACT # 7960467 CLASS: NATL. LOCAL REGIONAL

PRDCT NANCY DYE 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/15 OCT7/15 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/15 14.32

REP: 10/5 REV
M5 OK'D AS LINE 52
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MATT

STA:
CON CM NANCY DYE FOR SENATE

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M5 OK'D BUY#35 MISSED: SUN/930A-1200N OCT4 30S \$405.00 (OCT5/15)
OFFER: SUN/930A-104P OCT4 30S \$405.00 PLS ADVISE.
CMT: SPORTS OVERRUN

CONTRACT TOTAL 24165.00
TOTAL SPOTS 76

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/15 13.53

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME SCOTT FRANKLIN

SALES PRSN WA- MATTHEW NORTEN (H)

| | CLASS: | NATL. | LOCAL | REGIONAL |
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DATE OCT5/15 13.53

PLEASE CONFIRM

CON CM NANCY DYE FOR SENATE

Q

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(OCT5/15)
PLS ADVISE.

REP HEADLINE# 7960467 TRF# 37985
\$\$\$ MOD# 3: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/15 13.53
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/15 | | | 24165.00 | | | | | | | | | |
| CONTRACT TOTAL | | | | | | | | | | | 24165.00 | |
| TOTAL SPOTS | | | | | | | | | | | 76 | |

MARKET TOTALS \$48,330 WDBJ 50% WSET 14% WSLS 18% WFXR 18% CABL 0% WPKR 0% WTLN 0%
WBVA 0% EDBJ 0%

SHARES ARE ACCURATE

SVC- NSI
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