

ORDER



WSMV

Orders
Order / Rev: 881060
Alt Order #: 09083941
Product Desc: TENNESSEE JOBS NOW
Estimate: 4058
Flight Dates: 05/30/18 - 06/05/18
Original Date / Rev: 05/17/18 / 05/17/18
Order Type: GENERAL

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: National

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza, Suite 555
 Alexandria, VA 22314

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

Advertiser
Name: Tennessee Jobs Now
Demographic: A35+
Product Codes: Political-Issues
Priority: IMP
Revenue Code 1: POL
Revenue Code 2: PLI
Revenue Code 3: FLT

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: Govt
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/05/18	17	\$8,725.00	\$7,416.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	17	\$8,725.00	\$7,416.25	0.00
Totals	17	\$8,725.00	\$7,416.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WSMV	19%	\$8,725.00
Market	100%	\$45,921.05

Competitive Share

Competitive Share	Share	Total
AEN	0%	\$0.00
APL	0%	\$0.00
BET	0%	\$0.00
CMD	0%	\$0.00
CMT	0%	\$0.00
CNB	0%	\$0.00
CNN	0%	\$0.00
DISC	0%	\$0.00
ESPN	0%	\$0.00
FAM	0%	\$0.00
FOOD	0%	\$0.00
FX	0%	\$0.00
FXNC	0%	\$0.00
LIF	0%	\$0.00
LNC5	0%	\$0.00
MNBC	0%	\$0.00
MTV	0%	\$0.00
NICK	0%	\$0.00

SPK	0%	\$0.00
TLC	0%	\$0.00
TNT	0%	\$0.00
TWC	0%	\$0.00
USA	0%	\$0.00
VH1	0%	\$0.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	34%	\$15,613.16
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	44%	\$20,205.26
WUXP	0%	\$0.00
WZTV	3%	\$1,377.63

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 Estimate: 4058
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSMV	06/05/18	06/05/18	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	-1-----	:30	1	\$75.00	IMP	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: 06/04/18	06/10/18	-1-----		1				\$75.00		0.00			
N 2	WSMV	05/31/18	05/31/18	Today Show 1 Today Show 7-9am	CM	658-9AM	---1---	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	---1---		1				\$600.00		0.00			
N 3	WSMV	05/30/18	05/30/18	M-F 1p-2p Days of Our Lives	CM	1:00-2:00pm	--1----	:30	1	\$400.00	IMP	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: 05/28/18	06/03/18	--1----		1				\$400.00		0.00			
N 4	WSMV	06/01/18	06/01/18	M-F 1p-2p Days of Our Lives	CM	1:00-2:00pm	----1--	:30	1	\$400.00	IMP	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: 05/28/18	06/03/18	----1--		1				\$400.00		0.00			
N 5	WSMV	05/30/18	05/30/18	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	--1----	:30	1	\$750.00	IMP	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	--1----		1				\$750.00		0.00			
N 6	WSMV	06/01/18	06/01/18	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	----1--	:30	1	\$750.00	IMP	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	----1--		1				\$750.00		0.00			
N 7	WSMV	06/03/18	06/03/18	SU Today Sh 7-8a or 7-9a SU Today Sh 7-8a or 7-9a	CM	SU 7a-8a or 7a-9a	-----1	:30	1	\$400.00	IMP	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: 05/28/18	06/03/18	-----1		1				\$400.00		0.00			
N 8	WSMV	06/03/18	06/03/18	Meet the Press Sun 9-10a Meet the Press Sun 9-10am	CM	Sun 9-10a	-----1	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	-----1		1				\$600.00		0.00			
N 9	WSMV	06/03/18	06/03/18	Dateline Dateline Sun 2 hour	CM	Dateline Sun 6-10p	-----1	:30	1	\$1,500.00	IMP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	-----1		1				\$1,500.00		0.00			
N 10	WSMV	05/30/18	05/30/18	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	--1----	:30	1	\$75.00	IMP	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: 05/28/18	06/03/18	--1----		1				\$75.00		0.00			
N 11	WSMV	06/01/18	06/01/18		CM	M-F 4a-5a	----1--	:30	1	\$75.00	IMP	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 4 Today @ 4															
M-F 4a-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	-----1--						1	\$75.00		0.00			
N 12	WSMV	06/04/18	06/04/18	M-F News 4 Today @ 5 CM		M-F 5a-6a	1-----	:30	1	\$350.00	IMP	0.00	NM	1	\$350.00
M-F 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	1-----						1	\$350.00		0.00			
N 13	WSMV	05/31/18	05/31/18	M-F News 4 Today @ 5 CM		M-F 5a-6a	---1---	:30	1	\$350.00	IMP	0.00	NM	1	\$350.00
M-F 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	---1---						1	\$350.00		0.00			
N 14	WSMV	06/04/18	06/04/18	M-F News 4 Today @ 6 CM		558am-658am	1-----	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
Ch. 4 News Today 6-7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	1-----						1	\$600.00		0.00			
N 15	WSMV	06/05/18	06/05/18	M-F News 4 Today @ 6 CM		558am-658am	-1-----	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
Ch. 4 News Today 6-7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	-1-----						1	\$600.00		0.00			
N 16	WSMV	06/01/18	06/01/18	M-F News 4 Today @ 6 CM		558am-658am	-----1--	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
Ch. 4 News Today 6-7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/28/18		06/03/18	-----1--						1	\$600.00		0.00			
N 17	WSMV	06/04/18	06/04/18	Today Show 1	CM	658-9AM	1-----	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
Today Show 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/04/18		06/10/18	1-----						1	\$600.00		0.00			
													Totals	17	\$8,725.00

MAY 16/18 11.56
*** WSMV-TV ***

CREDIT RISK !!!
HARRIS REPORT FROM REP

REP: TEL# 703-433-
CREDIT ADVISORY
ORDER WORKSHEET

[illegible]

REP HEADLINE# 9083941 *** ORIGINAL REV#0 ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			100P-200P	30		\$400.00	5/30	5/30	1		WED	1
			PROGRAM : DAYS OF OUR LIVES									
			CON COM1: DAYS OF OUR LIVES									
4			100P-200P	30		\$400.00	6/1	6/1	1		FRI	1
			PROGRAM : DAYS OF OUR LIVES									
			CON COM1: DAYS OF OUR LIVES									
5			600P-630P	30		\$750.00	5/30	5/30	1		WED	1
			PROGRAM : NEWS 4 AT 6P									
			CON COM1: NEWS 4 AT 6P									
6			600P-630P	30		\$750.00	6/1	6/1	1		FRI	1
			PROGRAM : NEWS 4 AT 6P									
			CON COM1: NEWS 4 AT 6P									
7			700A-800A	30		\$400.00	6/3	6/3	1		SUN	1
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
8			900A-1000A	30		\$600.00	6/3	6/3	1		SUN	1
			PROGRAM : MEET THE PRESS									
			CON COM1: MEET THE PRESS									
9			600P-700P	30		\$1,500.00	6/3	6/3	1		SUN	1
			PROGRAM : DATELINE									
			CON COM1: DATELINE									
10			400A-459A	30		\$75.00	5/30	5/30	1		WED	1
			PROGRAM : NEWS 4 TODAY 4 AM									
			CON COM1: NEWS 4 TODAY 4 AM									
11			400A-459A	30		\$75.00	6/1	6/1	1		FRI	1
			PROGRAM : NEWS 4 TODAY 4 AM									
			CON COM1: NEWS 4 TODAY 4 AM									

REP HEADLINE# 9083941
 *** ORIGINAL REV#0 ***
 REP: TEL# 703/528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 MAY16/18 11.56
 *** WSMV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			500A-600A	30		\$350.00	6/4	6/4	1		MON	1
	PROGRAM : NEWS 4 TODAY 5 AM											
	CON COM1: NEWS 4 TODAY 5 AM											
13			500A-600A	30		\$350.00	5/31	5/31	1		THU	1
	PROGRAM : NEWS 4 TODAY 5 AM											
	CON COM1: NEWS 4 TODAY 5 AM											
14			600A-700A	30		\$600.00	6/4	6/4	1		MON	1
	PROGRAM : NEWS 4 TODAY 6 AM											
	CON COM1: NEWS 4 TODAY 6 AM											
15			600A-700A	30		\$600.00	6/5	6/5	1		TUE	1
	PROGRAM : NEWS 4 TODAY 6 AM											
	CON COM1: NEWS 4 TODAY 6 AM											
16			600A-700A	30		\$600.00	6/1	6/1	1		FRI	1
	PROGRAM : NEWS 4 TODAY 6 AM											
	CON COM1: NEWS 4 TODAY 6 AM											
17			700A-900A	30		\$600.00	6/4	6/4	1		MON	1
	PROGRAM : TODAY SHOW											
	CON COM1: TODAY SHOW											

JUN/18 \$8,725.00 CONTRACT TOTAL \$8,725.00
 TOTAL SPOTS 17

MARKET TOTALS \$45,921 WSMV 19% WKRN 34% WTVE 44% WZTV 3% WUXP 0% CABL 0% WNAB 0%
 SVC- NSI
 DEMOS- RA35+*