

Advertiser:	POL/Gillespie for Governor
Product Desc:	8/9/17-8/15/17 Candidate
Estimate:	3078

WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/17	08/20/17	M-----		1			\$85.00		0.00				
N 2	WVBT	08/09/17	08/09/17	WAVY News 10 @8a onGM WAVY News 10 @8a on FOX43		WAVY News 10 @- - W- - - -		:30	1	\$75.00	P4	0.00	NM	1	\$75.00
WAVY NWS-8AFOX Target 2 Index: 93. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	--W----		1			\$75.00		0.00				
N 3	WVBT	08/10/17	08/10/17	WAVY News 10 @8a onGM WAVY News 10 @8a on FOX43		WAVY News 10 @- - - T- - -		:30	1	\$75.00	P4	0.00	NM	1	\$75.00
WAVY NWS-8AFOX Target 2 Index: 93. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	---T---		1			\$75.00		0.00				
N 4	WVBT	08/11/17	08/11/17	WAVY News 10 @8a onGM WAVY News 10 @8a on FOX43		WAVY News 10 @- - - - F- -		:30	1	\$75.00	P4	0.00	NM	1	\$75.00
WAVY NWS-8AFOX Target 2 Index: 93. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	----F--		1			\$75.00		0.00				
N 5	WVBT	08/15/17	08/15/17	WAVY News 10 @8a onGM WAVY News 10 @8a on FOX43		WAVY News 10 @- T- - - - -		:30	1	\$75.00	P4	0.00	NM	1	\$75.00
WAVY NWS-8AFOX Target 2 Index: 93. Nielsen: 1.3															
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/17	08/20/17	-T-----		1			\$75.00		0.00				
N 6	WVBT	08/09/17	08/09/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--W----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	--W----		1			\$40.00		0.00				
N 7	WVBT	08/10/17	08/10/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- - - T- - -	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	---T---		1			\$40.00		0.00				
N 8	WVBT	08/11/17	08/11/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	----F--	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/17	08/13/17	----F--		1			\$40.00		0.00				
N 9	WVBT	08/14/17	08/14/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/17	08/20/17	M-----		1			\$40.00		0.00				
N 10	WVBT	08/15/17	08/15/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-T-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DOCTORS Target 2 Index: 102. Nielsen: 0.7															
VARIOUS Target 2 Index: 107. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/17	08/20/17	-T-----		1			\$40.00		0.00				
N 11	WVBT	08/09/17	08/09/17	M-F 12-1p M-F 12-1p	CM	12-1p	--W----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
VARIOUS															

Order / Rev: 1180278
Alt Order #: 25690960
Flight Dates: 08/09/17 - 08/15/17

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Estimate: 3078

WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 2 Index: 107. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	--W----					1	\$40.00		0.00			
N12	WVBT	08/10/17	08/10/17	M-F 12-1p M-F 12-1p	CM	12-1p	---T---	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
VARIOUS															
Target 2 Index: 107. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	---T---					1	\$40.00		0.00			
N13	WVBT	08/11/17	08/11/17	M-F 12-1p M-F 12-1p	CM	12-1p	----F--	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
VARIOUS															
Target 2 Index: 107. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	----F--					1	\$40.00		0.00			
N14	WVBT	08/14/17	08/14/17	M-F 12-1p M-F 12-1p	CM	12-1p	M-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
VARIOUS															
Target 2 Index: 107. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	M-----					1	\$40.00		0.00			
N15	WVBT	08/15/17	08/15/17	M-F 12-1p M-F 12-1p	CM	12-1p	-T-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
VARIOUS															
Target 2 Index: 107. Nielsen: 0.4															
LUCIFER-FOX															
Target 2 Index: 109. Nielsen: 1.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	-T-----					1	\$40.00		0.00			
N16	WVBT	08/14/17	08/14/17	Mon Prime Other 1 Monday 8-10p	CM	8-10p	M-----	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
SYTYCD															
Target 2 Index: 109. Nielsen: 1.8															
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	M-----					1	\$850.00		0.00			
N17	WVBT	08/09/17	08/09/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	--W----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	--W----					1	\$300.00		0.00			
N18	WVBT	08/10/17	08/10/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	---T---	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	---T---					1	\$300.00		0.00			
N19	WVBT	08/11/17	08/11/17	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	----F--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	----F--					1	\$300.00		0.00			
N20	WVBT	08/12/17	08/12/17	Sa 10-1044p WAVY News @10 on FOX43 S	CM	10-1045p	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	-----S-					1	\$300.00		0.00			
N21	WVBT	08/13/17	08/13/17	Su 10-1044p WAVY News @10 on FOX43 S	CM	10-1045p	-----S	:30	1	\$300.00	P4	0.00	NM	1	\$300.00

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 Alt Order #: 25690960
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WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	-----S					1	\$300.00		0.00			
N22	WVBT	08/14/17	08/14/17	M-F 10-1044p	CM	10-1045p	M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				WAVY News @10 on FOX43											
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	M-----					1	\$300.00		0.00			
N23	WVBT	08/15/17	08/15/17	M-F 10-1044p	CM	10-1045p	-T-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				WAVY News @10 on FOX43											
WVBT FOX NEWS<															
Target 2 Index: 98. Nielsen: 2.2															
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	-T-----					1	\$300.00		0.00			
N24	WVBT	08/09/17	08/09/17	M-F 11p-12a	CM	M-F 11p-12a	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				M-F 11p-12a											
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	--W----					1	\$50.00		0.00			
N25	WVBT	08/10/17	08/10/17	M-F 11p-12a	CM	M-F 11p-12a	---T---	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				M-F 11p-12a											
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	---T---					1	\$50.00		0.00			
N26	WVBT	08/11/17	08/11/17	M-F 11p-12a	CM	M-F 11p-12a	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				M-F 11p-12a											
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	----F--					1	\$50.00		0.00			
N27	WVBT	08/14/17	08/14/17	M-F 11p-12a	CM	M-F 11p-12a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				M-F 11p-12a											
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	M-----					1	\$50.00		0.00			
N28	WVBT	08/15/17	08/15/17	M-F 11-1130p	CM	11-1130p	-T-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				M-F 11-1130p											
TMZ/EXTRA R															
Target 2 Index: 111. Nielsen: 0.9															
TMZ LIVE!															
Target 2 Index: 111. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/14/17		08/14/17	08/20/17	-T-----					1	\$50.00		0.00			
N29	WVBT	08/09/17	08/09/17	M-F 12-1a	CM	12-1a	--W----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
				M-F 12-1a											
TMZ LIVE!															
Target 2 Index: 111. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	--W----					1	\$30.00		0.00			
N30	WVBT	08/10/17	08/10/17	M-F 12-1a	CM	12-1a	---T---	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
				M-F 12-1a											
TMZ LIVE!															
Target 2 Index: 111. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/07/17		08/07/17	08/13/17	---T---					1	\$30.00		0.00			
N31	WVBT	08/11/17	08/11/17	M-F 12-1a	CM	12-1a	----F--	:30	1	\$30.00	P4	0.00	NM	1	\$30.00

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 Flight Dates: 08/09/17 - 08/15/17

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WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1a											
				TMZ LIVE!											
				Target 2 Index: 111. Nielsen: 0.7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	----F--	1		\$30.00		0.00						
N32	WVBT	08/14/17	08/14/17	M-F 12-1a	CM	12-1a	M-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
				M-F 12-1a											
				TMZ LIVE!											
				Target 2 Index: 111. Nielsen: 0.7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/17	08/20/17	M-----	1		\$30.00		0.00						
N33	WVBT	08/15/17	08/15/17	M-F 12-1a	CM	12-1a	-T-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
				M-F 12-1a											
				TMZ LIVE!											
				Target 2 Index: 111. Nielsen: 0.7											
				AVG. ALL WKS											
				Target 2 Index: 98. Nielsen: 1.4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/17	08/20/17	-T-----	1		\$30.00		0.00						
N34	WVBT	08/12/17	08/12/17	Sa 10-1044p	CM	10-1045p	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				WAVY News @10 on FOX43 S											
				AVG. ALL WKS											
				Target 2 Index: 98. Nielsen: 1.4											
				AVG. ALL WKS/TMZ WK											
				Target 2 Index: 110. Nielsen: 0.3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S-	1		\$300.00		0.00						
N35	WVBT	08/12/17	08/12/17	Sa 12-1x	CM	12-1am	-----S-	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
				Sa 12-1x											
				AVG. ALL WKS/TMZ WK											
				Target 2 Index: 110. Nielsen: 0.3											
				ANGR MNGMNT WK/ANGR MGMT WK B											
				Target 2 Index: 112. Nielsen: 0.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S-	1		\$20.00		0.00						
N36	WVBT	08/12/17	08/12/17	Sa 1-2a	CM	1-2a	-----S-	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
				Sa 1-2a											
				ANGR MNGMNT WK/ANGR MGMT WK B											
				Target 2 Index: 112. Nielsen: 0.2											
				FOX NWS SUNDAY											
				Target 2 Index: 92. Nielsen: 0.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S-	1		\$20.00		0.00						
N37	WVBT	08/13/17	08/13/17	FOX News Sunday	CM	10-11a	-----S	:30	2	\$45.00	P4	0.00	NM	2	\$90.00
				Fox News Sunday											
				FOX NWS SUNDAY											
				Target 2 Index: 92. Nielsen: 0.2											
				AVG. ALL WKS											
				Target 2 Index: 110. Nielsen: 0.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S	2		\$45.00		0.00						
N38	WVBT	08/13/17	08/13/17	Teen Choice Awards	CM	Teen Choice Awar	-----S	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
				Teen Choice Awards											
				TEEN CHOICE AWARDS											
				Target 2 Index: 110. Nielsen: 0.9											
				WVBT FOX NEWS											
				Target 2 Index: 97. Nielsen: 1.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S	1		\$700.00		0.00						
N39	WVBT	08/13/17	08/13/17	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				WAVY News @10 on FOX43 S											
				WVBT FOX NEWS											
				Target 2 Index: 97. Nielsen: 1.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/07/17	08/13/17	-----S	1		\$300.00		0.00						

