

ORDER



Orders
Order / Rev: 1218177
Alt Order #: 25749133
Product Desc: 9/20-9/26 Candidate
Estimate: 3145
Flight Dates: 09/20/17 - 09/26/17
Original Date / Rev: 09/19/17 / 09/19/17
Order Type: REG

WVBT Norfolk

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Fort Myer Drive
 Arlington, VA 22209

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

Advertiser Name: POL/Gillespie for Governor
Demographic: A35+
Product Codes: PL14
Priority: P5
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN13871/SP2622/AL1146
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/17	09/24/17	20	\$5,920.00	\$5,032.00
09/25/17	09/26/17	8	\$1,380.00	\$1,173.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	20	\$5,920.00	\$5,032.00	0.00
October 2017	8	\$1,380.00	\$1,173.00	0.00
Totals	28	\$7,300.00	\$6,205.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT Norfolk	10%	\$7,300.00
Market	100%	\$73,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	27%	\$19,710.00
WAVY	35%	\$25,550.00
WGNT	3%	\$2,190.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$15,330.00
WTVZ	4%	\$2,920.00
WVEC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	09/20/17	09/20/17	WAVY News @ 7p on FOX43	COM	WAVY News @ 7p	--W----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00

WAVY NWS-7PFOX<

Target 200118 Index: 98. Nielsen: 1.2

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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:		09/18/17	09/24/17	--W----		1				\$125.00		0.00			
N 2	WVBT	09/21/17	09/21/17	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	---T---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
WAVY NWS-7PFOX< Target 200118 Index: 98. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	---T---		1				\$125.00		0.00			
N 3	WVBT	09/22/17	09/22/17	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	----F--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
WAVY NWS-7PFOX< Target 200118 Index: 98. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	----F--		1				\$125.00		0.00			
N 4	WVBT	09/25/17	09/25/17	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
WAVY NWS-7PFOX< Target 200118 Index: 98. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/17	10/01/17	M-----		1				\$125.00		0.00			
N 5	WVBT	09/26/17	09/26/17	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	-T-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
WAVY NWS-7PFOX< Target 200118 Index: 98. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/17	10/01/17	-T-----		1				\$125.00		0.00			
N 6	WVBT	09/20/17	09/20/17	M-F 10-1044p WAVY News @ 10 on FOX43	CM	10-1045p	--W----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
WVBT FOX NEWS< Target 200118 Index: 108. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	--W----		1				\$450.00		0.00			
N 7	WVBT	09/21/17	09/21/17	M-F 10-1044p WAVY News @ 10 on FOX43	CM	10-1045p	---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
WVBT FOX NEWS< Target 200118 Index: 108. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	---T---		1				\$450.00		0.00			
N 8	WVBT	09/20/17	09/20/17	M-F 1045-11p Fox Sportswrap	CM	1045-11p	--W----	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
SPORTSWRAP M-F< Target 200118 Index: 110. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	--W----		1				\$225.00		0.00			
N 9	WVBT	09/21/17	09/21/17	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
SPORTSWRAP M-F< Target 200118 Index: 110. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/17	09/24/17	---T---		1				\$225.00		0.00			
N 10	WVBT	09/25/17	09/25/17	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
SPORTSWRAP M-F< Target 200118 Index: 110. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/17	10/01/17	M-----		1				\$225.00		0.00			
N 11	WVBT	09/26/17	09/26/17	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
SPORTSWRAP M-F< Target 200118 Index: 110. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/17	10/01/17	-T-----		1				\$225.00		0.00			
N 12	WVBT	09/20/17	09/20/17		CM	M-F 11p-12a	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Target 200118 Index: 109. Nielsen: 17.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/18/17		09/24/17	-----S			1	\$2,400.00		0.00						
N23	WVBT	09/24/17	09/24/17	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$150.00	P5	0.00	NM	1	\$150.00
				WAVY News @10 on FOX43 Su											
WVBT FOX NEWS															
Target 200118 Index: 109. 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: 09/18/17		09/24/17	-----S			1	\$150.00		0.00						
N24	WVBT	09/24/17	09/24/17	Su 1045-11p	CM	1045-11p	-----S	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
				Su 1045-11p											
SPORTSWRAPWKND															
Target 200118 Index: 109. 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: 09/18/17		09/24/17	-----S			1	\$75.00		0.00						
N25	WVBT	09/22/17	09/22/17	Washington Huddle	CM	Washington Huddl	----F--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				Washington Huddle											
WASHINGTON HUDDLE															
Target 200118 Index: 110. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/18/17		09/24/17	----F--			1	\$200.00		0.00						
N26	WVBT	09/24/17	09/24/17	FOX News Sunday	CM	Fox News Sunday	-----S	:30	1	\$110.00	P2	0.00	NM	1	\$110.00
				Fox News Sunday											
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/18/17		09/24/17	-----S			1	\$110.00		0.00						
N27	WVBT	09/25/17	09/25/17	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 200118 Index: 108. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/25/17		10/01/17	M-----			1	\$300.00		0.00						
N28	WVBT	09/26/17	09/26/17	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 200118 Index: 108. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/25/17		10/01/17	-T-----			1	\$300.00		0.00						
													Totals	28	\$7,300.00