

ORDER



Orders
Order / Rev: 679688
Alt Order #: WOC10763908
Product Desc: Candidate
Estimate: 3237
Flight Dates: 10/25/17 - 10/31/17
Original Date / Rev: 10/26/17 / 10/26/17
Order Type: NORMAL

ESVF

Primary AE: Tina Wood
Sales Office: HARN
Sales Region: National

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

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

Advertiser Name: Ed Gillespie for Governor
Demographic: A18+
Product Codes: Candidate - State - Governor
Priority: P-04
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 141999
Agency External ID: 5623
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/29/17	25	\$1,235.00	\$1,049.75
10/30/17	10/31/17	17	\$540.00	\$459.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	25	\$1,235.00	\$1,049.75	0.00
November 2017	17	\$540.00	\$459.00	0.00
Totals	42	\$1,775.00	\$1,508.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tina Wood			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	ESVF	10/25/17	10/31/17	CBS AM News CBS AM News	CM	6:00 AM-7:00 AM	111-1--	:30	4	\$5.00	P-04	0.00	NM	4	\$20.00
(Program: CBS MORN NWS<)Target 200118 Index: 117. 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:		10/25/17	10/31/17	111-1--					4	\$5.00		0.00			
2	ESVF	10/25/17	10/31/17	CBS This Morning CBS This Morning	CM	7:00 AM-9:00 AM	11--1--	:30	3	\$5.00	P-04	0.00	NM	3	\$15.00
(Program: CBS THS MRNG-2<)Target 200118 Index: 124. 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:		10/25/17	10/31/17	11--1--					3	\$5.00		0.00			
3	ESVF	10/25/17	10/31/17	Price Is Right Price Is Right	CM	11:00 AM-12:00 PM	11--1--	:30	3	\$30.00	P-04	0.00	NM	3	\$90.00
(Program: VARIOUS)Target 200118 Index: 102. Nielsen: 2.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11--1--					3	\$30.00		0.00			
4	ESVF	10/25/17	10/31/17	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	11111--	:30	5	\$10.00	P-04	0.00	NM	5	\$50.00
(Program: DOCTORS)Target 200118 Index: 132. Nielsen: 0.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11111--					5	\$10.00		0.00			
5	ESVF	10/25/17	10/31/17	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	11111--	:30	5	\$10.00	P-04	0.00	NM	5	\$50.00
(Program: ELLEN)Target 200118 Index: 105. Nielsen: 1.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	ESVF	10/25/17	10/31/17	M-F 4p-5p M-F 4p-5p (Program: ELLEN)Target 200118 Index: 105. Nielsen: 1.1	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	11111--	:30	5	\$10.00	P-04	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11111--					5	\$10.00		0.00			
6	ESVF	10/25/17	10/31/17	M-F 5p-6p M-F 5p-6p (Program: DR. PHIL)Target 200118 Index: 139. Nielsen: 0.9	CM	5:00 PM-6:00 PM (5:00 PM-6:00 PM)	11111--	:30	5	\$10.00	P-04	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11111--					5	\$10.00		0.00			
7	ESVF	10/25/17	10/31/17	CBS Evening News CBS Evening News (Program: CBS EVE NWS<)Target 200118 Index: 145. Nielsen: 2.0	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	11111--	:30	5	\$40.00	P-04	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11111--					5	\$40.00		0.00			
8	ESVF	10/25/17	10/31/17	Late Show Late Show (Program: D LETTRMAN-CBS<)Target 200118 Index: 122. Nielsen: 0.3	CM	11:30 PM-12:30 AM	11111--	:30	5	\$10.00	P-04	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	11111--					5	\$10.00		0.00			
9	ESVF	10/25/17	10/31/17	Tuesday Prime Hr 1 Tuesday Prime Hr 1 (Program: NCIS-CBS)Target 200118 Index: 165. Nielsen: 6.6	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-1-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/17	10/31/17	-1-----					1	\$300.00		0.00			
E 10	ESVF	10/25/17	10/26/17	Thursday Prime 2b Thursday Prime 2b (Program: BIG BRO-TH-CBS)Target 200118 Index: 124. Nielsen: 0.8	CM	9:30 PM-10:00 PM	---1---	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/17	10/29/17	---1---					1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	ESVF	10/23/17-10/29/17		Thursday Prime 2b		9:30 PM-10:00 PM	---Th----	:30		(\$300.00)		0.00	NM		
		See MG 10.2 [Program Change]													
2	ESVF	10/28/17-10/29/17		SEC Football Late Game		Fri 230p-6p/ Sat 3	-----Sa--	:30		\$300.00		0.00	NM		
		Ⓜ MG for 10.1 10/26													
11	ESVF	10/25/17	10/27/17	Friday Prime Hr 1 Friday Prime Hr 1 (Program: AVG. ALL WKS)Target 200118 Index: 111. Nielsen: 1.9	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	----1--	:30	1	\$150.00	P-04	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:		10/23/17	10/29/17	----1--					1	\$150.00		0.00			
12	ESVF	10/25/17	10/27/17	Friday Prime Hr 2 Friday Prime Hr 2 (Program: AVG. ALL WKS)Target 200118 Index: 81. Nielsen: 2.5	CM	9:00 PM-10:00 PM	----1--	:30	1	\$250.00	P-04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/17	10/29/17	----1--					1	\$250.00		0.00			
13	ESVF	10/25/17	10/29/17	CBS Weekend News SuCM CBS Evening News Su (Program: CBS NWS-SUN)Target 200118 Index: 112. Nielsen: 2.9	CM	6:30 PM-7:00 PM	-----1	:30	1	\$25.00	P-04	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:		10/23/17	10/29/17	-----1					1	\$25.00		0.00			
14	ESVF	10/25/17	10/29/17	Sunday Prime Hr 1 Sunday Prime Hr 1 (Program: 60 MINUTES-CBS)Target 200118 Index: 121. Nielsen: 4.8	CM	7:00 PM-8:00 PM (7:00 PM-8:00 PM)	-----1	:30	1	\$150.00	P-04	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:		10/23/17	10/29/17	-----1					1	\$150.00		0.00			
15	ESVF	10/25/17	10/29/17	Sunday Prime Hr 4 Sunday Prime Hr 4 (Program: AVG. ALL WKS)Target 200118 Index: 165. Nielsen: 1.2	CM	10:00 PM-11:00 PM	-----1	:30	1	\$75.00	P-04	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:		10/23/17	10/29/17	-----1					1	\$75.00		0.00			

