

ORDER



Orders
Order / Rev: 682619
Alt Order #: WOC10766665
Product Desc: Candidate
Estimate: 3290
Flight Dates: 11/01/17 - 11/07/17
Original Date / Rev: 11/03/17 / 11/03/17
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
10/30/17	11/07/17	107	\$5,545.00	\$4,713.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	107	\$5,545.00	\$4,713.25	0.00
Totals	107	\$5,545.00	\$4,713.25	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	11/01/17	11/07/17	CBS AM News CBS AM News (Program: CBS MORN NWS<)	CM	6:00 AM-7:00 AM	22222--	:30	10	\$5.00	P-04	0.00	NM	9	\$45.00
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:		11/01/17	11/07/17	22222--			10			\$5.00		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>		
5	ESVF	11/01/17-11/07/17		CBS AM News		6:00 AM-7:00 AM	MTWThF---	:30		(\$5.00)		0.00	NM		
Credited															
2	ESVF	11/01/17	11/07/17	CBS This Morning CBS This Morning (Program: CBS THS MRNG-2<)	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	22222--	:30	10	\$5.00	P-04	0.00	NM	10	\$50.00
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:		11/01/17	11/07/17	22222--			10			\$5.00		0.00			
3	ESVF	11/01/17	11/07/17	M-F 9a-10a M-F 9a-10a (Program: KATIE)	CM	9:00 AM-10:00 AM	22222--	:30	10	\$10.00	P-04	0.00	NM	10	\$100.00
Target 200118 Index: 162. Nielsen: 0.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	22222--			10			\$10.00		0.00			
N 4	ESVF	11/01/17	11/07/17	Let's Make A Deal Let's Make A Deal (Program: VARIOUS)	CM	10:00 AM-11:00 AM	22222--	:30	10	\$30.00	P-04	0.00	NM	5	\$150.00
Target 200118 Index: 107. 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:		11/01/17	11/07/17	22222--			10			\$30.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	ESVF	11/01/17	11/07/17	Let's Make A Deal Let's Make A Deal (Program: VARIOUS)Target 200118 Index: 107. Nielsen: 0.7	CM	10:00 AM-11:00 AM	2222--	:30	10	\$30.00	P-04	0.00	NM	5	\$150.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/01/17 11/07/17 2222-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 10 \$30.00 0.00 </div> </div>															
	<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>		
	2	ESVF	11/01/17-11/07/17	Let's Make A Deal Credited		10:00 AM-11:00 A	MTWThF----	:30		(\$30.00)		0.00	NM		
	4	ESVF	11/01/17-11/07/17	Let's Make A Deal See MG 25.2,25.3,25.4 [Advertiser/Order Separation]		10:00 AM-11:00 A	MTWThF----	:30		(\$30.00)		0.00	NM		
	6	ESVF	11/01/17-11/07/17	Let's Make A Deal Credited		10:00 AM-11:00 A	MTWThF----	:30		(\$30.00)		0.00	NM		
	7	ESVF	11/01/17-11/07/17	Let's Make A Deal Credited		10:00 AM-11:00 A	MTWThF----	:30		(\$30.00)		0.00	NM		
	9	ESVF	11/01/17-11/07/17	Let's Make A Deal Credited		10:00 AM-11:00 A	MTWThF----	:30		(\$30.00)		0.00	NM		
N 5	ESVF	11/01/17	11/07/17	Price Is Right Price Is Right (Program: VARIOUS)Target 200118 Index: 102. Nielsen: 2.4	CM	11:00 AM-12:00 PM (11:00 AM-12:00 PM)	2222--	:30	10	\$30.00	P-04	0.00	NM	1	\$30.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/01/17 11/07/17 2222-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 10 \$30.00 0.00 </div> </div>															
	<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	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	2	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	3	ESVF	11/01/17-11/07/17	Price Is Right See MG 25.2,25.3,25.4 [Political No Avail]		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	4	ESVF	11/01/17-11/07/17	Price Is Right See MG 25.2,25.3,25.4 [Political No Avail]		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	5	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	6	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	7	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	9	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
	10	ESVF	11/01/17-11/07/17	Price Is Right Credited		11:00 AM-12:00 P	MTWThF----	:30		(\$30.00)		0.00	NM		
6	ESVF	11/01/17	11/07/17	M-F 3p-4p M-F 3p-4p (Program: DOCTORS)Target 200118 Index: 132. Nielsen: 0.6	CM	3:00 PM-4:00 PM	2222--	:30	10	\$10.00	P-04	0.00	NM	10	\$100.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/01/17 11/07/17 2222-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 10 \$10.00 0.00 </div> </div>															
7	ESVF	11/01/17	11/06/17	M-F 4p-5p M-F 4p-5p (Program: ELLEN)Target 200118 Index: 105. Nielsen: 1.1	CM	4:00 PM-5:00 PM	2--22--	:30	8	\$10.00	P-04	0.00	NM	8	\$80.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/01/17 11/07/17 2--22-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 8 \$10.00 0.00 </div> </div>															
8	ESVF	11/01/17	11/06/17	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	2--22--	:30	8	\$10.00	P-04	0.00	NM	8	\$80.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/01/17 11/07/17 2--22-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 8 \$10.00 0.00 </div> </div>															
9	ESVF	11/01/17	11/06/17	CBS Evening News	CM	6:00 PM-6:30 PM	1-111--	:30	4	\$10.00	P-04	0.00	NM	1	\$445.00

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ESVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS Evening News															
(Program: INSIDER)Target 200118 Index: 127. 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:		11/01/17	11/07/17	1-111--					4	\$10.00		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	11/01/17-11/07/17		CBS Evening News		6:00 PM-6:30 PM	M-WThF----	:30		(\$10.00)		0.00	NM		
See MG 9.5															
[Political No Avail]															
2	ESVF	11/01/17-11/07/17		CBS Evening News		6:00 PM-6:30 PM	M-WThF----	:30		(\$10.00)		0.00	NM		
See MG 25.2,25.3,25.4															
[Political No Avail]															
3	ESVF	11/01/17-11/07/17		CBS Evening News		6:00 PM-6:30 PM	M-WThF----	:30		(\$10.00)		0.00	NM		
Credited															
4	ESVF	11/01/17-11/07/17		CBS Evening News		6:00 PM-6:30 PM	M-WThF----	:30		(\$10.00)		0.00	NM		
Credited															
5	ESVF	11/01/17-11/01/17		Wednesday Prime 2 Hour		757p-10p/9p-11p	--W-----	:30		\$445.00		0.00	NM		
Ⓜ MG for 9.1 11/01															
10	ESVF	11/01/17	11/06/17	CBS Evening News	CM	6:30 PM-7:00 PM	1-111--	:30	4	\$40.00	P-04	0.00	NM	3	\$120.00
CBS Evening News															
(Program: CBS EVE NWS<)Target 200118 Index: 145. Nielsen: 2.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-111--					4	\$40.00		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>		
3	ESVF	11/01/17-11/07/17		CBS Evening News		6:30 PM-7:00 PM	M-WThF----	:30		(\$40.00)		0.00	NM		
Credited															
11	ESVF	11/01/17	11/06/17	News Reair M-F @ 7p	CM	7:00 PM-7:30 PM	1-111--	:30	4	\$10.00	P-04	0.00	NM	4	\$40.00
News Reair M-F @ 7p															
(Program: TV3-6PM REAIR<)Target 200118 Index: 147. Nielsen: 0.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-111--					4	\$10.00		0.00			
12	ESVF	11/01/17	11/06/17	Prime Access Rotator M-F	CM	7:30 PM-8:00 PM	1-111--	:30	4	\$10.00	P-04	0.00	NM	4	\$40.00
Prime Access Rotator M-F															
(Program: INSIDE EDITION)Target 200118 Index: 129. 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:		11/01/17	11/07/17	1-111--					4	\$10.00		0.00			
13	ESVF	11/01/17	11/06/17	Monday Prime 1a	CM	8:00 PM-8:30 PM	1-----	:30	1	\$150.00	P-04	0.00	NM	1	\$150.00
Monday Prime 1a															
(Program: 2BROKE GRL-CBS)Target 200118 Index: 127. Nielsen: 3.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-----					1	\$150.00		0.00			
14	ESVF	11/01/17	11/06/17	Monday Prime 1b	CM	8:30 PM-9:00 PM	1-----	:30	1	\$150.00	P-04	0.00	NM	0	\$0.00
Monday Prime 1b															
(Program: MOM-CBS)Target 200118 Index: 132. Nielsen: 3.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-----					1	\$150.00		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	11/01/17-11/07/17		Monday Prime 1b		8:30 PM-9:00 PM	M-----	:30		(\$150.00)		0.00	NM		
Credited															
15	ESVF	11/01/17	11/06/17	Monday Prime 2a	CM	9:00 PM-9:30 PM	1-----	:30	1	\$300.00	P-04	0.00	NM	0	\$0.00
Monday Prime 2a															
(Program: MIKE&MOLLY-CBS)Target 200118 Index: 128. 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:		11/01/17	11/07/17	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	11/01/17-11/07/17		Monday Prime 2a		9:00 PM-9:30 PM	M-----	:30		(\$300.00)		0.00	NM		
Credited															
16	ESVF	11/01/17	11/06/17	Monday Prime 2b	CM	9:30 PM-10:00 PM	1-----	:30	1	\$250.00	P-04	0.00	NM	0	\$0.00
Monday Prime 2b															
(Program: AVG. ALL WKS)Target 200118 Index: 143. 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:		11/01/17	11/07/17	1-----					1	\$250.00		0.00			

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16	ESVF	11/01/17	11/06/17	Monday Prime 2b Monday Prime 2b (Program: AVG. ALL WKS)Target 200118 Index: 143. Nielsen: 2.2	CM	9:30 PM-10:00 PM	1-----	:30	1	\$250.00	P-04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	1-----		1				\$250.00		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	11/01/17-11/07/17	Monday Prime 2b		9:30 PM-10:00 PM	M-----	:30		(\$250.00)		0.00	NM		
		Credited													
17	ESVF	11/01/17	11/06/17	Monday Prime Hr 3 Monday Prime Hr 3 (Program: UNDER DOME-CBS)Target 200118 Index: 143. Nielsen: 1.7	CM	10:00 PM-11:00 PM (10:00 PM-11:00 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:	11/01/17	11/07/17	1-----		1				\$300.00		0.00			
18	ESVF	11/01/17	11/06/17	Late Show Late Show (Program: D LETTRMAN-CBS<)Target 200118 Index: 122. Nielsen: 0.3	CM	11:30 PM-12:30 AM	2-222--	:30	8	\$10.00	P-04	0.00	NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	2-222--		8				\$10.00		0.00			
19	ESVF	11/01/17	11/06/17	Late Late Show Late Late Show (Program: LT-FERGUSN-CBS<)Target 200118 Index: 122. Nielsen: 0.0	CM	12:30 AM-1:30 AM	2-222--	:30	8	\$10.00	P-04	0.00	NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	2-222--		8				\$10.00		0.00			
20	ESVF	11/01/17	11/01/17	Wednesday Prime Hr 1 Wednesday Prime Hr 1 (Program: BIG BRO-WE-CBS)Target 200118 Index: 101. Nielsen: 4.1	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$100.00	P-04	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:	10/30/17	11/05/17	--1----		1				\$100.00		0.00			
21	ESVF	11/01/17	11/01/17	Wednesday Prime Hr 3 Wednesday Prime Hr 3 (Program: AVG. ALL WKS)Target 200118 Index: 102. Nielsen: 1.6	CM	10:00 PM-11:00 PM	PI--1----	:30	1	\$275.00	P-04	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	--1----		1				\$275.00		0.00			
22	ESVF	11/01/17	11/02/17	Thursday Prime 1a Thursday Prime 1a (Program: BIG BANG-CBS)Target 200118 Index: 140. Nielsen: 5.7	CM	8:00 PM-8:30 PM	---1---	:30	1	\$700.00	P-04	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	---1---		1				\$700.00		0.00			
23	ESVF	11/01/17	11/02/17	Thursday Prime 1b Thursday Prime 1b (Program: MILLERS-CBS)Target 200118 Index: 125. Nielsen: 3.5	CM	8:30 PM-9:00 PM	---1---	:30	1	\$450.00	P-04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	---1---		1				\$450.00		0.00			
24	ESVF	11/01/17	11/02/17	Thursday Prime 2a Thursday Prime 2a (Program: BIG BRO-TH-CBS)Target 200118 Index: 123. Nielsen: 2.8	CM	9:00 PM-9:30 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:	10/30/17	11/05/17	---1---		1				\$300.00		0.00			
25	ESVF	11/01/17	11/02/17	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	3	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	---1---		1				\$300.00		0.00			

Order / Rev: 682619
Alt Order #: WOC10766665
Flight Dates: 11/01/17 - 11/07/17

Advertiser: Ed Gillespie for Governor
Product Desc: Candidate
Estimate: 3290

ESVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	ESVF	11/01/17	11/02/17	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	3	\$1,230.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17--- 1---1\$300.000.00</div></div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1ESVF10/30/17-11/05/17Thursday Prime 2b9:30 PM-10:00 PM---Th---:30(\$300.00)0.00NM</div><div>See MG 25.2,25.3,25.4 [Political No Avail]</div></div></div></div>															
2	ESVF	11/01/17-11/01/17	Wednesday Prime Hr 2	9p-10p		--W-----		:30	\$500.00	0.00	NM				
Ⓜ MG for 4.4,25.1,9.2,5.3,5.4															
3	ESVF	11/02/17-11/02/17	Thursday Prime Hr 3	10p-11p		---Th----		:30	\$365.00	0.00	NM				
Ⓜ MG for 4.4,25.1,9.2,5.3,5.4															
4	ESVF	11/02/17-11/02/17	Thursday Prime Hr 3	10p-11p		---Th----		:30	\$365.00	0.00	NM				
Ⓜ MG for 4.4,25.1,9.2,5.3,5.4															
26	ESVF	11/01/17	11/03/17	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
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17---- 1--1\$150.000.00</div></div></div>															
27	ESVF	11/01/17	11/03/17	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
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17---- 1--1\$250.000.00</div></div></div>															
28	ESVF	11/01/17	11/03/17	Friday Prime Hr 3 Friday Prime Hr 3 (Program: AVG. ALL WKS)Target 200118 Index: 115. Nielsen: 2.4	CM	10:00 PM-11:00 PM	---- 1--	:30	1	\$250.00	P-04	0.00	NM	0	\$0.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17---- 1--1\$250.000.00</div></div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1ESVF10/30/17-11/05/17Friday Prime Hr 310:00 PM-11:00 PM-----F---:30(\$250.00)0.00NM</div><div>Credited</div></div></div></div>															
29	ESVF	11/01/17	11/04/17	CBS This Morning Saturday CBS This Morning Saturday (Program: CBS THS MRN:SA)Target 200118 Index: 76. Nielsen: 0.6	CM	7:00 AM-9:00 AM	----- 1-	:30	1	\$5.00	P-04	0.00	NM	1	\$5.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17----- 1-1\$5.000.00</div></div></div>															
30	ESVF	11/01/17	11/04/17	SEC Football Prime Game SEC Football Prime Game (Program: AVG. ALL WKS)Target 200118 Index: 128. Nielsen: 1.4	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	----- 1-	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17----- 1-1\$50.000.00</div></div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1ESVF10/30/17-11/05/17SEC Football Prime Game8:00 PM-9:00 PM-----Sa--:30(\$50.00)0.00NM</div><div>See MG 30.2 [Program Change]</div></div></div></div>															
2	ESVF	10/30/17-11/05/17	SEC Football	Various		-----Sa--		:30	\$50.00	0.00	NM				
Ⓜ MG for 30.1 11/04															
31	ESVF	11/01/17	11/04/17	SEC Football Prime Game SEC Football Prime Game (Program: AVG. ALL WKS)Target 200118 Index: 135. Nielsen: 0.3	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	----- 1-	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17----- 1-1\$50.000.00</div></div></div>															
32	ESVF	11/01/17	11/05/17	CBS Sunday Morning CBS Sunday Morning (Program: SUNDAY MRN-CBS)Target 200118 Index: 142. Nielsen: 3.6	CM	9:00 AM-10:30 AM	----- 1	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div><div>Week: 10/30/1711/05/17----- 11\$10.000.00</div></div></div>															
33	ESVF	11/01/17	11/05/17		CM	10:30 AM-11:00 AM	----- 1	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00

Order / Rev: 682619
 Alt Order #: WOC10766665
 Flight Dates: 11/01/17 - 11/07/17

Advertiser: Ed Gillespie for Governor
 Product Desc: Candidate
 Estimate: 3290

ESVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Face The Nation		Face The Nation									
				(Program: FACE NATN-CBS)Target 200118 Index: 123. Nielsen: 1.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/17	11/05/17	-----1	1		\$10.00	0.00							
34	ESVF	11/01/17	11/05/17	CBS Weekend News SuCM		6:30 PM-7:00 PM	-----1	:30	1	\$25.00	P-04	0.00	NM	0	\$0.00
				CBS Evening News Su											
				(Program: CBS NWS-SUN)Target 200118 Index: 112. Nielsen: 2.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/17	11/05/17	-----1	1		\$25.00	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	10/30/17-11/05/17		CBS Weekend News Su		6:30 PM-7:00 PM	-----Su	:30		(\$25.00)		0.00	NM		
				Credited											
35	ESVF	11/01/17	11/05/17	Sunday Prime Hr 1	CM	7:00 PM-8:00 PM	-----1	:30	1	\$150.00	P-04	0.00	NM	0	\$0.00
				Sunday Prime Hr 1		(7:00 PM-8:00 PM)									
				(Program: 60 MINUTES-CBS)Target 200118 Index: 121. Nielsen: 4.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/17	11/05/17	-----1	1		\$150.00	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	10/30/17-11/05/17		Sunday Prime Hr 1		7:00 PM-8:00 PM	-----Su	:30		(\$150.00)		0.00	NM		
				Credited											
36	ESVF	11/01/17	11/05/17	Sunday Prime Hr 3	CM	9:00 PM-10:00 PM	-----1	:30	1	\$75.00	P-04	0.00	NM	0	\$0.00
				Sunday Prime Hr 3		(9:00 PM-10:00 PM)									
				(Program: AVG. ALL WKS)Target 200118 Index: 163. Nielsen: 2.7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/17	11/05/17	-----1	1		\$75.00	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	10/30/17-11/05/17		Sunday Prime Hr 3		9:00 PM-10:00 PM	-----Su	:30		(\$75.00)		0.00	NM		
				Credited											
37	ESVF	11/01/17	11/05/17	Sunday Prime Hr 4	CM	10:00 PM-11:00 PM	-----1	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
				Sunday Prime Hr 4											
				(Program: AVG. ALL WKS)Target 200118 Index: 165. 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:		10/30/17	11/05/17	-----1	1		\$75.00	0.00							
38	ESVF	11/01/17	11/05/17	Su 1135p-1235a	CM	11:30 PM-12:00 AM	-----1	:30	1	\$25.00	P-04	0.00	NM	0	\$0.00
				Su 1135p-1235a		(11:30 PM-12:00 AM)									
				(Program: VARIOUS)Target 200118 Index: 122. 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:		10/30/17	11/05/17	-----1	1		\$25.00	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	10/30/17-11/05/17		Su 1135p-1235a		11:30 PM-12:00 AM	-----Su	:30		(\$25.00)		0.00	NM		
				Credited											
													Totals	107	\$5,545.00