

ORDER



Orders
Order / Rev: 685366
Alt Order #: WOC10769604
Product Desc: Candidate
Estimate: 3313
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: 00:00:00
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	44	\$1,865.00	\$1,585.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	44	\$1,865.00	\$1,585.25	0.00
Totals	44	\$1,865.00	\$1,585.25	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	CM	6:00 AM-7:00 AM	11--1--	:30	3	\$5.00	P-04	0.00	NM	3	\$15.00
(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:		11/01/17	11/07/17	11--1--					3	\$5.00		0.00			
2	ESVF	11/01/17	11/07/17	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:		11/01/17	11/07/17	11--1--					3	\$5.00		0.00			
3	ESVF	11/01/17	11/07/17	M-F 9a-10a M-F 9a-10a	CM	9a-10a	11--1--	:30	3	\$10.00	P-04	0.00	NM	3	\$30.00
(Program: KATIE)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	11--1--					3	\$10.00		0.00			
4	ESVF	11/01/17	11/07/17	Let's Make A Deal Let's Make A Deal	CM	10:00 AM-11:00 AM	11--1--	:30	3	\$30.00	P-04	0.00	NM	3	\$90.00
(Program: VARIOUS)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	11--1--					3	\$30.00		0.00			
5	ESVF	11/01/17	11/07/17	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:		11/01/17	11/07/17	11--1--					3	\$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
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	11--1--	:30	3	\$10.00	P-04	0.00	NM	3	\$30.00
		<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	11--1--					3	\$10.00		0.00			
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	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
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	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
9	ESVF	11/01/17	11/06/17	M-F 6p-630p M-F 6p-630p (Program: INSIDER)Target 200118 Index: 127. Nielsen: 0.3	CM	6:00 PM-6:30 PM	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
10	ESVF	11/01/17	11/06/17	CBS Evening News CBS Evening News (Program: CBS EVE NWS<)Target 200118 Index: 145. Nielsen: 2.0	CM	6:30 PM-7:00 PM	1---1--	:30	2	\$40.00	P-04	0.00	NM	2	\$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	1---1--					2	\$40.00		0.00			
11	ESVF	11/01/17	11/06/17	News Reair M-F @ 7p News Reair M-F @ 7p (Program: TV3-6PM REAIR<)Target 200118 Index: 147. Nielsen: 0.8	CM	7:00 PM-7:30 PM	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
12	ESVF	11/01/17	11/06/17	Prime Access Rotator M-F Prime Access Rotator M-F (Program: INSIDE EDITION)Target 200118 Index: 129. Nielsen: 1.3	CM	7:30 PM-8:00 PM	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
13	ESVF	11/01/17	11/06/17	Monday Prime 2a Monday Prime 2a (Program: MIKE&MOLLY-CBS)Target 200118 Index: 128. Nielsen: 1.8	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:		11/01/17	11/07/17	1-----					1	\$300.00		0.00			
14	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	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:		11/01/17	11/07/17	1-----					1	\$250.00		0.00			
15	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			
16	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	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
17	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	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
		<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--					2	\$10.00		0.00			
18	ESVF	11/01/17	11/03/17		CM	8:00 PM-9:00 PM	----1--	:30	1	\$150.00	P-04	0.00	NM	1	\$150.00

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ESVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Friday Prime Hr 1		(8:00 PM-9:00 PM)									
				(Program: AVG. ALL WKS)Target 200118 Index: 111. 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:		10/30/17	11/05/17	----1--			1		\$150.00		0.00				
19	ESVF	11/01/17	11/03/17	Friday Prime Hr 3	CM	10:00 PM-11:00 PM	----1--	:30	1	\$250.00	P-04	0.00	NM	1	\$250.00
				Friday Prime Hr 3											
				(Program: AVG. ALL WKS)Target 200118 Index: 115. 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:		10/30/17	11/05/17	----1--			1		\$250.00		0.00				
20	ESVF	11/01/17	11/04/17	CBS This Morning Saturday	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$5.00	P-04	0.00	NM	1	\$5.00
				CBS This Morning Saturday											
				(Program: CBS THS MRN:SA)Target 200118 Index: 76. 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		\$5.00		0.00				
21	ESVF	11/01/17	11/04/17	SEC Football Prime Game	CM	8:00 PM-9:00 PM	-----1-	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
				SEC Football Prime Game											
				(Program: AVG. ALL WKS)Target 200118 Index: 128. 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:		10/30/17	11/05/17	-----1-			1		\$50.00		0.00				
22	ESVF	11/01/17	11/04/17	SEC Football Prime Game	CM	9:00 PM-10:00 PM	-----1-	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
				SEC Football Prime Game											
				(Program: AVG. ALL WKS)Target 200118 Index: 135. 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:		10/30/17	11/05/17	-----1-			1		\$50.00		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		SEC Football Prime Game		9:00 PM-10:00 PM	-----Sa--	:30		(\$50.00)		0.00	NM		
See MG 22.2															
[Program Change]															
2	ESVF	10/30/17-11/05/17		SEC Football		Various	-----Sa--	:30		\$50.00		0.00	NM		
Ⓜ MG for 22.1 11/04															
23	ESVF	11/01/17	11/05/17	CBS Sunday Morning	CM	9:00 AM-10:30 AM	-----1	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
				CBS Sunday Morning											
				(Program: SUNDAY MRN-CBS)Target 200118 Index: 142. Nielsen: 3.6											
		<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		\$10.00		0.00				
24	ESVF	11/01/17	11/05/17	Face The Nation	CM	10:30 AM-11:00 AM	-----1	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
				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				
25	ESVF	11/01/17	11/05/17	CBS Weekend News Su	CM	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															
26	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											
				(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															
27	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											
				(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>				

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27	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															
Totals														44	\$1,865.00