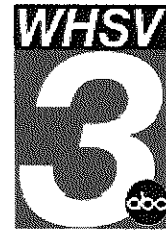


ORDER

Orders
Order / Rev: 648474
Alt Order #: WOC10723291
Product Desc: Candidate
Estimate: 3119
Flight Dates: 09/13/17 - 09/19/17
Original Date / Rev: 09/12/17 / 09/12/17
Order Type: NORMAL

WHSV

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
08/28/17	09/19/17	73	\$7,685.00	\$6,532.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	73	\$7,685.00	\$6,532.25	0.00
Totals	73	\$7,685.00	\$6,532.25	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
E 1	WHSV	09/13/17	09/19/17	Daybreak 6a Daybreak 6a	CM	6:00 AM-7:00 AM	-11-1--	:30	3	\$70.00	P-04	0.00	NM	3	\$210.00
(Program: TV-3 NW DAYBRK)Target 200118 Index: 115. Nielsen: 8.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/17	09/19/17	-11-1--					3	\$70.00		0.00			
E 2	WHSV	09/13/17	09/18/17	GMA M-F 7a GMA M-F 7a	CM	7:00 AM-8:00 AM	1--11--	:30	3	\$115.00	P-04	0.00	NM	3	\$345.00
(Program: GD MRN AMR-ABC<)Target 200118 Index: 119. Nielsen: 7.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/17	09/19/17	1--11--					3	\$115.00		0.00			
E 3	WHSV	09/13/17	09/18/17	GMA M-F 8a GMA M-F 8a	CM	8:00 AM-9:00 AM	1-11---	:30	3	\$100.00	P-04	0.00	NM	3	\$300.00
(Program: GD MRN AMR-ABC<)Target 200118 Index: 119. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/17	09/19/17	1-11---					3	\$100.00		0.00			
E 4	WHSV	09/13/17	09/19/17	Live with Kelly & Ryan Live with Kelly & Ryan	CM	9:00 AM-10:00 AM	11111--	:30	5	\$20.00	P-04	0.00	NM	5	\$100.00
(Program: KELLY&MICHAEL)Target 200118 Index: 115. 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:		09/13/17	09/19/17	11111--					5	\$20.00		0.00			
E 5	WHSV	09/13/17	09/18/17	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	1--11--	:30	3	\$25.00	P-04	0.00	NM	3	\$75.00
(Program: DR. PHIL)Target 200118 Index: 107. 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:		09/13/17	09/19/17	1--11--					3	\$25.00		0.00			

Order / Rev: 648474
 Alt Order #: WOC10723291
 Flight Dates: 09/13/17 - 09/19/17

Advertiser: Ed Gillespie for Governor
 Product Desc: Candidate
 Estimate: 3119

WHSV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WHSV	09/13/17	09/19/17	TV 3 News @ Noon TV 3 News @ Noon (12:00 PM-12:30 PM)	CM	12:00 PM-12:30 PM	11111--	:30	5	\$30.00	P-04	0.00	NM	5	\$150.00
(Program: TV-3 NEWS@NOON<)>Target 200118 Index: 113. Nielsen: 7.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	11111--			5		\$30.00			0.00			
E 7	WHSV	09/13/17	09/18/17	M-F 1230p-1p M-F 1230p-1p	CM	12:30 PM-1:00 PM	1-1-1--	:30	3	\$30.00	P-04	0.00	NM	3	\$90.00
(Program: MILLIONAIRE<)>Target 200118 Index: 116. Nielsen: 4.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	1-1-1--			3		\$30.00			0.00			
E 8	WHSV	09/13/17	09/19/17	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	111-1--	:30	4	\$30.00	P-04	0.00	NM	4	\$120.00
(Program: DR. OZ)>Target 200118 Index: 102. 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: 09/13/17		09/13/17	09/19/17	111-1--			4		\$30.00			0.00			
E 9	WHSV	09/13/17	09/19/17	TV 3 News @ 5pm TV 3 News @ 5pm	CM	5:00 PM-6:00 PM	-11----	:30	2	\$85.00	P-04	0.00	NM	2	\$170.00
(Program: TV3 NEWS AT 5)>Target 200118 Index: 104. Nielsen: 9.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	-11----			2		\$85.00			0.00			
E 10	WHSV	09/13/17	09/19/17	TV 3 News @ 6pm TV 3 News @ 6pm	CM	6:00 PM-6:30 PM	-11-1--	:30	3	\$175.00	P-04	0.00	NM	3	\$525.00
(Program: TV-3 NEWS AT 6)>Target 200118 Index: 115. Nielsen: 14.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	-11-1--			3		\$175.00			0.00			
E 11	WHSV	09/13/17	09/19/17	Prime Access Rotator Prime Access Rotator	CM	7:00 PM-8:00 PM	11111--	:30	5	\$80.00	P-04	0.00	NM	5	\$400.00
(Program: JEOPARDY<)>Target 200118 Index: 135. Nielsen: 7.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	11111--			5		\$80.00			0.00			
E 12	WHSV	09/13/17	09/18/17	Monday Prime Rotator Monday Prime Rotator	CM	8:00 PM-10:00 PM	1-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
(Program: BACHLRITTE-ABC)>Target 200118 Index: 122. Nielsen: 6.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	1-----			1		\$300.00			0.00			
E 13	WHSV	09/13/17	09/18/17	Monday Prime Hr 3 Monday Prime Hr 3	CM	10:00 PM-11:00 PM	1-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
(Program: AVG. ALL WKS)>Target 200118 Index: 114. 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: 09/13/17		09/13/17	09/19/17	1-----			1		\$300.00			0.00			
E 14	WHSV	09/13/17	09/19/17	TV 3 News @ 11p M-F TV 3 News @ 11p M-F	CM	11:00 PM-11:30 PM	11111--	:30	5	\$125.00	P-04	0.00	NM	5	\$625.00
(Program: TV-3 NEWS-11)>Target 200118 Index: 118. Nielsen: 6.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	11111--			5		\$125.00			0.00			
E 15	WHSV	09/13/17	09/19/17	Jimmy Kimmel Show Jimmy Kimmel Show	CM	11:30 PM-12:30 AM	11211--	:30	7	\$40.00	P-04	0.00	NM	7	\$280.00
(Program: J KIMMEL-ABC)>Target 200118 Index: 116. 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: 09/13/17		09/13/17	09/19/17	21121--			7		\$40.00			0.00			
E 16	WHSV	09/13/17	09/19/17	ABC News Nightline ABC News Nightline	CM	12:30 AM-1:00 AM	11111--	:30	5	\$15.00	P-04	0.00	NM	5	\$75.00
(Program: ABC-NITELINE<)>Target 200118 Index: 126. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	11111--			5		\$15.00			0.00			
E 17	WHSV	09/13/17	09/19/17	Tuesday Prime 1a Tuesday Prime 1a	CM	8:00 PM-8:30 PM	-1-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
(Program: EXT WT LSS-ABC)>Target 200118 Index: 134. Nielsen: 4.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	-1-----			1		\$300.00			0.00			
E 18	WHSV	09/13/17	09/19/17		CM	8:30 PM-9:00 PM	-1-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00

Order / Rev: 648474
 Alt Order #: WOC10723291
 Flight Dates: 09/13/17 - 09/19/17

Advertiser: Ed Gillespie for Governor
 Product Desc: Candidate
 Estimate: 3119
 WHSV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tuesday Prime 1b (Program: EXT WT LSS-ABC)Target 200118 Index: 121. Nielsen: 4.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/17		09/13/17	09/19/17	-1-----					1	\$300.00		0.00			
E 19	WHSV	09/13/17	09/13/17	Wednesday Prime 1a	CM	8:00 PM-8:30 PM	--1----	:30	1	\$425.00	P-04	0.00	NM	1	\$425.00
Wednesday Prime 1a (Program: MIDDLE-ABC)Target 200118 Index: 140. 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: 09/11/17		09/11/17	09/17/17	--1----					1	\$425.00		0.00			
E 20	WHSV	09/13/17	09/13/17	Wednesday Prime 1b	CM	8:30 PM-9:00 PM	--1----	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00
Wednesday Prime 1b (Program: GLD-WE830P-ABC)Target 200118 Index: 139. 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: 09/11/17		09/11/17	09/17/17	--1----					1	\$200.00		0.00			
E 21	WHSV	09/13/17	09/14/17	Thursday Prime Hr 1	CM	8:00 PM-9:00 PM	---1---	:30	1	\$500.00	P-04	0.00	NM	1	\$500.00
Thursday Prime Hr 1 (Program: BLACK BOX-ABC)Target 200118 Index: 122. Nielsen: 6.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	---1---					1	\$500.00		0.00			
E 22	WHSV	09/13/17	09/14/17	Thursday Prime Hr 3	CM	10:00 PM-11:00 PM	---1---	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
Thursday Prime Hr 3 (Program: NY MED-ABC)Target 200118 Index: 159. 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: 09/11/17		09/11/17	09/17/17	---1---					1	\$300.00		0.00			
E 23	WHSV	09/13/17	09/15/17	Friday Prime 1a	CM	8:00 PM-8:30 PM	----1--	:30	1	\$500.00	P-04	0.00	NM	1	\$500.00
Friday Prime 1a (Program: AVG. ALL WKS)Target 200118 Index: 132. 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: 09/11/17		09/11/17	09/17/17	----1--					1	\$500.00		0.00			
E 24	WHSV	09/13/17	09/15/17	Friday Prime Hr 2	CM	9:00 PM-10:00 PM	----1--	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00
Friday Prime Hr 2 (Program: AVG. ALL WKS)Target 200118 Index: 145. 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: 09/11/17		09/11/17	09/17/17	----1--					1	\$200.00		0.00			
E 25	WHSV	09/13/17	09/15/17	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: 152. Nielsen: 1.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	----1--					1	\$250.00		0.00			
E 26	WHSV	09/13/17	09/16/17	TV 3 News @ 6pm Sa	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$85.00	P-04	0.00	NM	1	\$85.00
TV 3 News @ 6pm Sa (Program: TV3 NEWS AT 6)Target 200118 Index: 118. Nielsen: 8.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	-----1-					1	\$85.00		0.00			
E 27	WHSV	09/13/17	09/16/17	TV 3 News @ 11p Sa-Su	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
TV 3 News @ 11p Sa-Su (Program: TV-3 NEWS-11)Target 200118 Index: 134. Nielsen: 6.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	-----1-					1	\$75.00		0.00			
E 28	WHSV	09/13/17	09/17/17	TV 3 News @ 6pm Su	CM	6:00 PM-6:30 PM	-----1	:30	1	\$85.00	P-04	0.00	NM	1	\$85.00
TV 3 News @ 6pm Su (Program: AVG. ALL WKS)Target 200118 Index: 123. Nielsen: 8.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	-----1					1	\$85.00		0.00			
E 29	WHSV	09/13/17	09/17/17	Sunday Prime Hr 3	CM	9:00 PM-10:00 PM	-----1	:30	1	\$125.00	P-04	0.00	NM	1	\$125.00
Sunday Prime Hr 3 (Program: RISING STR-ABC)Target 200118 Index: 128. Nielsen: 4.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/17		09/11/17	09/17/17	-----1					1	\$125.00		0.00			
E 30	WHSV	09/13/17	09/17/17		CM	10:00 PM-11:00 PM	-----1	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sunday Prime Hr 4															
Sunday Prime Hr 4															
(Program: AVG. ALL WKS)Target 200118 Index: 130. Nielsen: 4.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/11/17	09/17/17	-----1			1				\$200.00		0.00			
E 31	WHSV	09/13/17	09/17/17	TV 3 News @ 11p Sa-Su	CM	11:00 PM-11:30 PM	-----1	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
TV 3 News @ 11p Sa-Su															
(Program: TV-3 NEWS-11)Target 200118 Index: 107. Nielsen: 6.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/11/17	09/17/17	-----1			1				\$75.00		0.00			
Totals														73	\$7,685.00