

# ORDER



**Orders**  
**Order / Rev:** 32582  
**Alt Order #:** 07385606  
**Product Desc:** GILLESPIE FOR SENATE  
**Estimate:** 340  
**Flight Dates:** 09/23/14 - 09/29/14  
**Original Date / Rev:** 09/30/14 / 09/30/14  
**Order Type:** GENERAL

**WDBJ Television Inc.**  
**Primary AE:** MATTHEW NORTEN  
**Sales Office:** Poli  
**Sales Region:** Pol

**Agency Name:** PINPOINT MEDIA  
**Buying Contact:**  
**Billing Contact:**  
 1707 OSAGE STREET  
 ALEXANDRIA, VA 22302

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** POLI / E GILLESPIE/R/SEN/VA  
**Demographic:** A35+  
**Product Codes:** PL3  
**Priority:** IP  
**Revenue Codes:** AGY, POL HRP, POL CAND

**New Business Thru:**  
**Order Separation:** 00:04:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 09/22/14   | 09/28/14 | 34      | \$12,705.00  | \$10,799.25 |
| 09/29/14   | 10/05/14 | 10      | \$1,970.00   | \$1,674.50  |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2014 | 34        | \$12,705.00        | \$10,799.25        | 0.00        |
| October 2014   | 10        | \$1,970.00         | \$1,674.50         | 0.00        |
| <b>Totals</b>  | <b>44</b> | <b>\$14,675.00</b> | <b>\$12,473.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| MATTHEW NORTEN    |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|                      | Share | Total       |
|----------------------|-------|-------------|
| WDBJ Television Inc. | 52%   | \$14,675.00 |
| Market               | 100%  | \$28,221.15 |

**Competitive Share**

|       | Share | Total      |
|-------|-------|------------|
| CABLE | 0%    | \$0.00     |
| CW    | 0%    | \$0.00     |
| MyNet | 0%    | \$0.00     |
| MYTV  | 0%    | \$0.00     |
| VANC  | 0%    | \$0.00     |
| WBRA  | 0%    | \$0.00     |
| WDRL  | 0%    | \$0.00     |
| WFXR  | 10%   | \$2,822.12 |
| WPXR  | 0%    | \$0.00     |
| WSET  | 24%   | \$6,773.08 |
| WSLS  | 14%   | \$3,950.96 |

| Ln | Ch    | Start             | End             | Inventory Code                           | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount   |
|----|-------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| 1  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 11-1135P<br>M-F NEWS 7 AT 11 WEEKDAY | CM    | M-F 11-1135P      | ----1-- | :30         | 1     | \$325.00      | P1  | 0.00 | NM   | 1     | \$325.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                 |         | \$325.00    |       | 0.00          |     |      |      |       |          |
| 2  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 12N-1230P<br>NEWS 7 AT NOON          | CM    | M-F 12-1230P      | ----1-- | :30         | 1     | \$195.00      | P1  | 0.00 | NM   | 1     | \$195.00 |

Order / Rev: 32582  
 Alt Order #: 07385606  
 Flight Dates: 09/23/14 - 09/29/14

Advertiser: POLI / E GILLESPIE/R/SEN/VA  
 Product Desc: GILLESPIE FOR SENATE  
 Estimate: 340

WDBJ Television Inc.

| Ln | Ch    | Start             | End             | Inventory Code                           | Break | Start/End Time                | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount   |
|----|-------|-------------------|-----------------|--|-------|-------------------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| 2  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 12N-1230P<br>NEWS 7 AT NOON          | CM    | M-F 12-1230P                  | ----1-- | :30         | 1     | \$195.00      | P1  | 0.00 | NM   | 1     | \$195.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$195.00    |       | 0.00          |     |      |      |       |          |
| 3  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 5-530P<br>NEWS 7 AT 5                | CM    | M-F 5-530P                    | ----1-- | :30         | 1     | \$310.00      | P1  | 0.00 | NM   | 1     | \$310.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$310.00    |       | 0.00          |     |      |      |       |          |
| 4  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 5-6A<br>5-6 Mornin'                  | CM    | 5-6 MORNIN'                   | ----1-- | :30         | 1     | \$50.00       | IP  | 0.00 | NM   | 1     | \$50.00  |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$50.00     |       | 0.00          |     |      |      |       |          |
| 5  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 6-630P<br>NEWS 7 AT 6                | CM    | M-F 6-630P                    | ----1-- | :30         | 1     | \$475.00      | P1  | 0.00 | NM   | 1     | \$475.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$475.00    |       | 0.00          |     |      |      |       |          |
| 6  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 6-7A<br>MORNIN'                      | CM    | M-F 6-7A                      | ----1-- | :30         | 1     | \$195.00      | P1  | 0.00 | NM   | 1     | \$195.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$195.00    |       | 0.00          |     |      |      |       |          |
| 7  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 6-7P<br>NEWS 7 AT 6/CBS EVENING N    | CM    | M-F 6-7P                      | ----1-- | :30         | 1     | \$450.00      | P1  | 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: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$450.00    |       | 0.00          |     |      |      |       |          |
| 8  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 7-8P<br>WHEEL OF FORTUNE/JEOPAI      | CM    | M-F 7-8P                      | ----1-- | :30         | 1     | \$500.00      | P1  | 0.00 | NM   | 1     | \$500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$500.00    |       | 0.00          |     |      |      |       |          |
| 9  | WDBJ7 | 09/26/14          | 09/26/14        | M-F 7-9A<br>CBS EARLY SHOW               | CM    | M-F 7-9A                      | ----1-- | :30         | 1     | \$150.00      | P1  | 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: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$150.00    |       | 0.00          |     |      |      |       |          |
| 10 | WDBJ7 | 09/26/14          | 09/26/14        | FRI HOUR 1<br>FRI 8-9P                   | CM    | FRI 8-9P<br>(8:00 PM-9:00 PM) | ----1-- | :30         | 1     | \$550.00      | P1  | 0.00 | NM   | 1     | \$550.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$550.00    |       | 0.00          |     |      |      |       |          |
| 11 | WDBJ7 | 09/26/14          | 09/26/14        | FRI HOUR 2<br>FRI 9-10P                  | CM    | FRI 9-10P                     | ----1-- | :30         | 1     | \$975.00      | P1  | 0.00 | NM   | 1     | \$975.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/22/14    | 09/28/14        | ----1--                                  |       | 1                             |         | \$975.00    |       | 0.00          |     |      |      |       |          |
| 12 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 11-1135P<br>M-F NEWS 7 AT 11 WEEKDAY | CM    | M-F 11-1135P                  | 1-----  | :30         | 1     | \$200.00      | OC  | 0.00 | NM   | 1     | \$200.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/29/14    | 10/05/14        | 1-----                                   |       | 1                             |         | \$200.00    |       | 0.00          |     |      |      |       |          |
| 13 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 12N-1230P<br>NEWS 7 AT NOON          | CM    | M-F 12-1230P                  | 1-----  | :30         | 1     | \$115.00      | OC  | 0.00 | NM   | 1     | \$115.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/29/14    | 10/05/14        | 1-----                                   |       | 1                             |         | \$115.00    |       | 0.00          |     |      |      |       |          |
| 14 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 5-530P<br>NEWS 7 AT 5                | CM    | M-F 5-530P                    | 1-----  | :30         | 1     | \$230.00      | OC  | 0.00 | NM   | 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: 09/29/14    | 10/05/14        | 1-----                                   |       | 1                             |         | \$230.00    |       | 0.00          |     |      |      |       |          |
| 15 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 5-6A<br>5-6 Mornin'                  | CM    | 5-6 MORNIN'                   | 1-----  | :30         | 1     | \$35.00       | OC  | 0.00 | NM   | 1     | \$35.00  |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/29/14    | 10/05/14        | 1-----                                   |       | 1                             |         | \$35.00     |       | 0.00          |     |      |      |       |          |
| 16 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 6-630P<br>NEWS 7 AT 6                | CM    | M-F 6-630P                    | 1-----  | :30         | 1     | \$380.00      | OC  | 0.00 | NM   | 1     | \$380.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>             |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|    |       | Week: 09/29/14    | 10/05/14        | 1-----                                   |       | 1                             |         | \$380.00    |       | 0.00          |     |      |      |       |          |

Order / Rev: 32582  
 Alt Order #: 07385606  
 Flight Dates: 09/23/14 - 09/29/14

Advertiser: POLI / E GILLESPIE/R/SEN/VA  
 Product Desc: GILLESPIE FOR SENATE  
 Estimate: 340

WDBJ Television Inc.

| Ln   | Ch          | Start             | End               | Inventory Code                           | Break | Start/End Time                    | Days            | Len           | Spots | Rate                  | Pri | Rtg           | Type        | Spots | Amount   |
|------|-------------|-------------------|-------------------|--|-------|-----------------------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|----------|
| 16   | WDBJ7       | 09/29/14          | 09/29/14          | M-F 6-630P<br>NEWS 7 AT 6                | CM    | M-F 6-630P                        | 1-----          | :30           | 1     | \$380.00              | OC  | 0.00          | NM          | 1     | \$380.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/29/14    | 10/05/14          | 1-----                                   |       | 1                                 |                 |               |       | \$380.00              |     | 0.00          |             |       |          |
| 17   | WDBJ7       | 09/29/14          | 09/29/14          | M-F 6-7A<br>MORNIN'                      | CM    | M-F 6-7A                          | 1-----          | :30           | 1     | \$170.00              | OC  | 0.00          | NM          | 1     | \$170.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/29/14    | 10/05/14          | 1-----                                   |       | 1                                 |                 |               |       | \$170.00              |     | 0.00          |             |       |          |
| 18   | WDBJ7       | 09/29/14          | 09/29/14          | M-F 6-7P<br>NEWS 7 AT 6/CBS EVENING N    | CM    | M-F 6-7P                          | 1-----          | :30           | 1     | \$345.00              | OC  | 0.00          | NM          | 1     | \$345.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/29/14    | 10/05/14          | 1-----                                   |       | 1                                 |                 |               |       | \$345.00              |     | 0.00          |             |       |          |
| 19   | WDBJ7       | 09/29/14          | 09/29/14          | M-F 7-8P<br>WHEEL OF FORTUNE/JEOPAI      | CM    | M-F 7-8P                          | 1-----          | :30           | 1     | \$380.00              | OC  | 0.00          | NM          | 1     | \$380.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/29/14    | 10/05/14          | 1-----                                   |       | 1                                 |                 |               |       | \$380.00              |     | 0.00          |             |       |          |
| 20   | WDBJ7       | 09/29/14          | 09/29/14          | M-F 7-9A<br>CBS EARLY SHOW               | CM    | M-F 7-9A                          | 1-----          | :30           | 1     | \$65.00               | OC  | 0.00          | NM          | 1     | \$65.00  |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/29/14    | 10/05/14          | 1-----                                   |       | 1                                 |                 |               |       | \$65.00               |     | 0.00          |             |       |          |
| 21   | WDBJ7       | 09/27/14          | 09/27/14          | ACC FOOTBALL<br>ACC FOOTBALL             | CM    | 12N-330P<br>(12:30 PM-3:30 PM)    | -----1-         | :30           | 1     | \$520.00              | P1  | 0.00          | NM          | 1     | \$520.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1-                                  |       | 1                                 |                 |               |       | \$520.00              |     | 0.00          |             |       |          |
| 22   | WDBJ7       | 09/27/14          | 09/27/14          | WDBJ NEWS AT 7:30P<br>WDBJ NEWS AT 7:30P | CM    | SAT 730-8P                        | -----1-         | :30           | 1     | \$165.00              | IP  | 0.00          | NM          | 1     | \$165.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1-                                  |       | 1                                 |                 |               |       | \$165.00              |     | 0.00          |             |       |          |
| 23   | WDBJ7       | 09/27/14          | 09/27/14          | SAT 8-9A<br>NEWS 7 SAT MORNING           | CM    | 8-9A SAT                          | -----1-         | :30           | 1     | \$165.00              | P1  | 0.00          | NM          | 1     | \$165.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1-                                  |       | 1                                 |                 |               |       | \$165.00              |     | 0.00          |             |       |          |
| 24   | WDBJ7       | 09/28/14          | 09/28/14          | SUN HOUR 4<br>SUN 10-11P                 | CM    | SUN 10-11P<br>(10:00 PM-11:00 PM) | -----1          | :30           | 1     | \$570.00              | IP  | 0.00          | NM          | 1     | \$570.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1                                   |       | 1                                 |                 |               |       | \$570.00              |     | 0.00          |             |       |          |
| 25   | WDBJ7       | 09/28/14          | 09/28/14          | SUN 8-9A<br>NEWS 7 SUNDAY MORNING        | CM    | 8-9A                              | -----1          | :30           | 1     | \$220.00              | P1  | 0.00          | NM          | 1     | \$220.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1                                   |       | 1                                 |                 |               |       | \$220.00              |     | 0.00          |             |       |          |
| 26   | WDBJ7       | 09/28/14          | 09/28/14          | SUN 9-1030A<br>CBS News Sunday Morning   | CM    | SU 9-1030A                        | -----1          | :30           | 1     | \$210.00              | P1  | 0.00          | NM          | 1     | \$210.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | -----1                                   |       | 1                                 |                 |               |       | \$210.00              |     | 0.00          |             |       |          |
| E 27 | WDBJ7       | 09/25/14          | 09/25/14          | M-F 11-1135P<br>M-F NEWS 7 AT 11 WEEKDAY | CM    | M-F 11-1135P                      | ---1---         | :30           | 1     | \$325.00              | P1  | 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: 09/22/14    | 09/28/14          | ---1---                                  |       | 1                                 |                 |               |       | \$325.00              |     | 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           | WDBJ7             | 09/22/14-09/28/14 | M-F 11-1135P                             |       | M-F 11-1135P                      | ---Th-----      | :30           |       | <del>(\$325.00)</del> |     | 0.00          | NM          |       |          |
|      |             |                   |                   | <i>Credited</i>                          |       |                                   |                 |               |       |                       |     |               |             |       |          |
|      |             |                   |                   | [CANCELLED PER HRP]                      |       |                                   |                 |               |       |                       |     |               |             |       |          |
| 28   | WDBJ7       | 09/25/14          | 09/25/14          | M-F 12N-1230P<br>NEWS 7 AT NOON          | CM    | M-F 12-1230P                      | ---1---         | :30           | 1     | \$195.00              | P1  | 0.00          | NM          | 1     | \$195.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | ---1---                                  |       | 1                                 |                 |               |       | \$195.00              |     | 0.00          |             |       |          |
| 29   | WDBJ7       | 09/25/14          | 09/25/14          | M-F 5-530P<br>NEWS 7 AT 5                | CM    | M-F 5-530P                        | ---1---         | :30           | 1     | \$310.00              | P1  | 0.00          | NM          | 1     | \$310.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                          |       | <u>Spots/Week</u>                 |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 09/22/14    | 09/28/14          | ---1---                                  |       | 1                                 |                 |               |       | \$310.00              |     | 0.00          |             |       |          |

Order / Rev: 32582  
 Alt Order #: 07385606  
 Flight Dates: 09/23/14 - 09/29/14

Advertiser: POLI / E GILLESPIE/R/SEN/VA  
 Product Desc: GILLESPIE FOR SENATE  
 Estimate: 340

WDBJ Television Inc.

| Ln | Ch    | Start             | End             | Inventory Code                           | Break | Start/End Time                  | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|-------|-------------------|-----------------|--|-------|---------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 29 | WDBJ7 | 09/25/14          | 09/25/14        | M-F 5-530P<br>NEWS 7 AT 5                | CM    | M-F 5-530P                      | ---1--- | :30 | 1     | \$310.00    | P1  | 0.00          | NM   | 1     | \$310.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | ---1---                                  |       | 1                               |         |     |       | \$310.00    |     | 0.00          |      |       |            |
| 30 | WDBJ7 | 09/25/14          | 09/25/14        | M-F 6-630P<br>NEWS 7 AT 6                | CM    | M-F 6-630P                      | ---1--- | :30 | 1     | \$475.00    | P1  | 0.00          | NM   | 1     | \$475.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | ---1---                                  |       | 1                               |         |     |       | \$475.00    |     | 0.00          |      |       |            |
| 31 | WDBJ7 | 09/25/14          | 09/25/14        | M-F 6-7A<br>MORNIN'                      | CM    | M-F 6-7A                        | ---1--- | :30 | 1     | \$195.00    | P1  | 0.00          | NM   | 1     | \$195.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | ---1---                                  |       | 1                               |         |     |       | \$195.00    |     | 0.00          |      |       |            |
| 33 | WDBJ7 | 09/25/14          | 09/25/14        | M-F 7-8P<br>WHEEL OF FORTUNE/JEOPAI      | CM    | M-F 7-8P                        | ---1--- | :30 | 1     | \$500.00    | P1  | 0.00          | NM   | 1     | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | ---1---                                  |       | 1                               |         |     |       | \$500.00    |     | 0.00          |      |       |            |
| 34 | WDBJ7 | 09/25/14          | 09/25/14        | M-F 7-9A<br>CBS EARLY SHOW               | CM    | M-F 7-9A                        | ---1--- | :30 | 1     | \$150.00    | P1  | 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: | 09/22/14          | 09/28/14        | ---1---                                  |       | 1                               |         |     |       | \$150.00    |     | 0.00          |      |       |            |
| 45 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 11-1135P<br>M-F NEWS 7 AT 11 WEEKDAY | CM    | M-F 11-1135P                    | --1---- | :30 | 1     | \$325.00    | P1  | 0.00          | NM   | 1     | \$325.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$325.00    |     | 0.00          |      |       |            |
| 46 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 12N-1230P<br>NEWS 7 AT NOON          | CM    | M-F 12-1230P                    | --1---- | :30 | 1     | \$195.00    | P1  | 0.00          | NM   | 1     | \$195.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$195.00    |     | 0.00          |      |       |            |
| 47 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 5-530P<br>NEWS 7 AT 5                | CM    | M-F 5-530P                      | --1---- | :30 | 1     | \$310.00    | P1  | 0.00          | NM   | 1     | \$310.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$310.00    |     | 0.00          |      |       |            |
| 48 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 5-6A<br>5-6 Mornin'                  | CM    | 5-6 MORNIN'                     | --1---- | :30 | 1     | \$50.00     | IP  | 0.00          | NM   | 1     | \$50.00    |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$50.00     |     | 0.00          |      |       |            |
| 49 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 6-7A<br>MORNIN'                      | CM    | M-F 6-7A                        | --1---- | :30 | 1     | \$195.00    | P1  | 0.00          | NM   | 1     | \$195.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$195.00    |     | 0.00          |      |       |            |
| 51 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 7-8P<br>WHEEL OF FORTUNE/JEOPAI      | CM    | M-F 7-8P                        | --1---- | :30 | 1     | \$500.00    | P1  | 0.00          | NM   | 1     | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$500.00    |     | 0.00          |      |       |            |
| 52 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 7-9A<br>CBS EARLY SHOW               | CM    | M-F 7-9A                        | --1---- | :30 | 1     | \$150.00    | P1  | 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: | 09/22/14          | 09/28/14        | --1----                                  |       | 1                               |         |     |       | \$150.00    |     | 0.00          |      |       |            |
| 53 | WDBJ7 | 09/25/14          | 09/25/14        | THURS NFL<br>THURS NFL                   | CM    | THURS NFL<br>(8:30 PM-10:45 PM) | ---T--- | :30 | 2     | \$1,280.00  | P2  | 0.00          | NM   | 2     | \$2,560.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | ---T---                                  |       | 2                               |         |     |       | \$1,280.00  |     | 0.00          |      |       |            |
| 54 | WDBJ7 | 09/24/14          | 09/24/14        | M-F 6-630P<br>NEWS 7 AT 6                | CM    | M-F 6-630P                      | --W---- | :30 | 1     | \$475.00    | P1  | 0.00          | NM   | 1     | \$475.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | --W----                                  |       | 1                               |         |     |       | \$475.00    |     | 0.00          |      |       |            |
| 55 | WDBJ7 | 09/27/14          | 09/27/14        | SAT HOUR 2<br>SAT 9-10P                  | CM    | SAT 9-10P                       | -----S- | :30 | 1     | \$95.00     | IP  | 0.00          | NM   | 1     | \$95.00    |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/22/14          | 09/28/14        | -----S-                                  |       | 1                               |         |     |       | \$95.00     |     | 0.00          |      |       |            |

Order / Rev: 32582  
 Alt Order #: 07385606  
 Flight Dates: 09/23/14 - 09/29/14

Advertiser: POLI / E GILLESPIE/R/SEN/VA  
 Product Desc: GILLESPIE FOR SENATE  
 Estimate: 340

WDBJ Television Inc.

| Ln | Ch    | Start             | End             | Inventory Code  | Break | Start/End Time   | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|----|-------|-------------------|-----------------|---|-------|------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| 55 | WDBJ7 | 09/27/14          | 09/27/14        | SAT HOUR 2<br>SAT 9-10P   | CM    | SAT 9-10P        | -----S- | :30 | 1                 | \$95.00     | IP  | 0.00          | NM     | 1     | \$95.00     |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|    |       | Week: 09/22/14    | 09/28/14        | -----S-   |       |                  |         |     | 1                 | \$95.00     |     | 0.00          |        |       |             |
| 56 | WDBJ7 | 09/29/14          | 09/29/14        | M-F 1135P-1235A<br>LATE SHOW WITH DAVID LETY(11:35 PM-12:35 XM) | CM    | M-F 1135P-1235AM | -----   | :30 | 1                 | \$50.00     | IP  | 0.00          | NM     | 1     | \$50.00     |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|    |       | Week: 09/29/14    | 10/05/14        | M-----  |       |                  |         |     | 1                 | \$50.00     |     | 0.00          |        |       |             |
|    |       |                   |                 |   |       |                  |         |     |                   |             |     |               | Totals | 44    | \$14,675.00 |

REP HEADLINE# 7385606 TRF# 32582 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \*\*\* UNAPPROVED REV #4 \*\*\* CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP30/14 09.34  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\*CHANGES\*\*\* \*\* WDBJ-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/E GILLESPIE/R/SEN/VA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME PINPOINT MEDIA BUYER NAME NICOLE MEADE  
 1707 OSAGE STREET SUITE 103 SALES PRSN WA- MATTHEW NORTEN (H)  
 ALEXANDRIA, VA 22302

ORDER # \_\_\_\_\_ CONTRACT # 7385606 CLASS: NATL. LOCAL REGIONAL

PRDCT GILLESPIE FOR SENATE EST#340 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP23/14 SEP29/14 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP30/14 09.34

REP: 9/30 REV  
 CANCELED LINE 27 (MONEY WILL BE MD'GD ON HL#7417755)  
 REV TTL \$14,675 @44X  
 PLEASE CONFIRM  
 THANKS! KIM FOR MATT

CON CM ED GILLESPIE FOR SENATE

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

AGENCY ADVERTISER CODE = 9 AGENCY EST# = 340  
 AGENCY PRODUCT CODE = 9

|                            |   |  |             |    |  |          |            |      |   |  |     |   |
|----------------------------|---|--|-------------|----|--|----------|------------|------|---|--|-----|---|
| 27                         | S |  | 1100P-1135P | 30 |  | \$325.00 | 9/25       | 9/25 | 0 |  | THU | 0 |
| PROGRAM : WDBJ7 AT ELEVEN  |   |  |             |    |  |          |            |      |   |  |     |   |
| CON COM1 : WDBJ7 AT ELEVEN |   |  |             |    |  |          |            |      |   |  |     |   |
| SEP/14                     |   |  | 12705.00    |    |  | OCT/14   | \$1,970.00 |      |   |  |     |   |

MARKET TOTALS \$28,221 WDBJ 52% WSET 24% WSLS 14% WPKR 10% CABL 0% WPKR 0% WDRL 0%  
 WBVA 0% EDBJ 0%

SHARES ARE ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

CONTRACT TOTAL 14675.00  
 TOTAL SPOTS 44