

ORDER**WDBJ7**

Orders
Order / Rev: 37265
Alt Order #: 07872785
Product Desc: DEP/00/3Q15TV ISSUE
Estimate: 3Q15TV
Flight Dates: 08/10/15 - 08/30/15
Original Date / Rev: 08/11/15 / 08/11/15
Order Type: GENERAL

WDBJ Television Inc.
Primary AE: CHRISTOPHER LUMPKIN
Sales Office: DAL
Sales Region: National

Agency
Name: RICHARDS GROUP, THE
Buying Contact:
Billing Contact:
 2801 N. CENTRAL EXPW
 DALLAS, TX 75204

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

Advertiser
Name: ISS / DOMESTIC ENERGY PROD A
Demographic: A25-54
Product Codes: PL1
Priority: OC
Revenue Codes: AGY, POL HRP, POL ISS

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 |
|------------|----------|---------|--------------|------------|
| 08/10/15 | 08/30/15 | 3 | \$645.00 | \$548.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-----------------|-----------------|-------------|
| August 2015 | 3 | \$645.00 | \$548.25 | 0.00 |
| Totals | 3 | \$645.00 | \$548.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---------------------|--------------|--------------|-------------------------------|---------|
| CHRISTOPHER LUMPKIN | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|----------------------|-------|------------|
| WDBJ Television Inc. | 35% | \$645.00 |
| Market | 100% | \$1,842.86 |

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 | 0% | \$0.00 |
| WPXR | 0% | \$0.00 |
| WSET | 35% | \$645.00 |
| WSLS | 30% | \$552.86 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------|-------|-------------------|-----------------|-----------------|-------|-------------------|--------|-----|-------|-------------|------|---------------|------|----------|-----------------|
| E 1 | WDBJ7 | 08/16/15 | 08/30/15 | SUN 1030-1130A | CM | SUN 1030-1130A | -----1 | :30 | 1 | \$215.00 | ISSU | 0.00 | NM | 3 | \$645.00 |
| (10:30 AM-11:30 AM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/10/15 | 08/16/15 | -----1 | | 1 | | | | \$215.00 | | 0.00 | | | |
| Week: | | 08/17/15 | 08/23/15 | -----1 | | 1 | | | | \$215.00 | | 0.00 | | | |
| Week: | | 08/24/15 | 08/30/15 | -----1 | | 1 | | | | \$215.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 3 | \$645.00 |

REP HEADLINE# 7872785 REP: TEL# 469-621-8453 FAX# 972-239-1036
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION AUG11/15 11.50
*** WDBJ-TV ***

ADV # ADV. NAME ISS/DOMESTIC ENERGY PROD A REP.# OFF.# SALESMAN #
AGY # AGY. NAME RICHARDS GROUP, THE BUYER NAME NURIA FRANCO
2801 N. CENTRAL EXPW, SUITE 100 SALES PRSN DA- CHRISTOPHER LUMPKIN (H)
DALLAS, TX 75204

ORDER # CONTRACT # 7872785 CLASS: NATL. LOCAL REGIONAL
PRDCT DEP/00/3Q15TV ISSUE EST#**** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG10/15 AUG30/15 WK-3
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG11/15 11.50

REP: THIS IS A NEW ORDER FOR 3RD QTR 2015
TOT=\$645.00
3X
PLS SEND STATION CONTRACT UPON CONFIRMATION
PLS CFM
THX, DORY/CHRISTOPHER
8/10

CON CM

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$645.00
TOTAL SPOTS 3

