

ORDER

WDBJ7

Orders
Order / Rev: 32805
Alt Order #: 07410452
Product Desc: WARNER FOR SEN*SKEDB
Estimate: 3647
Flight Dates: 09/30/14 - 10/06/14
Original Date / Rev: 10/08/14 / 10/08/14
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: MATTHEW NORTEN
Sales Office: Poli
Sales Region: Pol

Agency
Name: GREER MARGOLIS MITCHELL
Buying Contact:
Billing Contact:
 GREER MARGOLIS MITCHELL
 WASHINGTON, DC 20007

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

Advertiser
Name: Poli/M Warner/D/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
09/29/14	10/06/14	23	\$5,065.00	\$4,305.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	23	\$5,065.00	\$4,305.25	0.00
Totals	23	\$5,065.00	\$4,305.25	0.00

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.	50%	\$5,065.00
Market	100%	\$10,130.00

Competitive Share

	Share	Total
CABLE	1%	\$101.30
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	1%	\$101.30
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	8%	\$810.40
WPXR	0%	\$0.00
WSET	15%	\$1,519.50
WSLS	25%	\$2,532.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDBJ7	09/30/14	10/03/14	M-F 10-11A /MILLIONAIRE	CM	M-F 10-11A	-TWTF--	: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	-TWTF--			1			\$35.00		0.00			
2	WDBJ7	09/30/14	10/03/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-TWTF--	: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>			

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 Estimate: 3647

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDBJ7	09/30/14	10/03/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-TWTF--	: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	-TWTF--		1			\$200.00	0.00					
3	WDBJ7	09/30/14	10/03/14	M-F 1135P-1235A LATE SHOW WITH DAVID LET	CM	M-F 1135P-1235A	-TWTF--	:30	1	\$50.00	OC	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	-TWTF--		1			\$50.00	0.00					
4	WDBJ7	09/30/14	10/03/14	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TWTF--	:30	1	\$115.00	IP	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	-TWTF--		1			\$115.00	0.00					
5	WDBJ7	09/30/14	10/03/14	M-F 1230-130P M-F 1230-130P	CM	M-F 1230-130P (12:30 PM-1:30 PM)	-TWTF--	:30	1	\$100.00	IP	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: 09/29/14	10/05/14	-TWTF--		1			\$100.00	0.00					
6	WDBJ7	09/30/14	10/03/14	M-F 1235-135A Late Late Show With Craig Ferg	CM	M-F 1235-135A (12:35 XM-1:35 XM)	-TWTF--	:30	1	\$15.00	IP	0.00	NM	1	\$15.00
		<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	-TWTF--		1			\$15.00	0.00					
7	WDBJ7	09/30/14	10/03/14	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	-TWTF--	: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	-TWTF--		1			\$115.00	0.00					
8	WDBJ7	09/30/14	10/03/14	M-F 2P-3P M-F 2-3P	CM	M-F 2-3P	-TWTF--	:30	1	\$95.00	P1	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: 09/29/14	10/05/14	-TWTF--		1			\$95.00	0.00					
9	WDBJ7	09/30/14	10/03/14	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	-TWTF--	:30	1	\$100.00	P1	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: 09/29/14	10/05/14	-TWTF--		1			\$100.00	0.00					
10	WDBJ7	09/30/14	10/03/14	M-F 4-5P ELLEN	CM	M-F 4-5P	-TWTF--	:30	1	\$85.00	OC	0.00	NM	1	\$85.00
		<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	-TWTF--		1			\$85.00	0.00					
11	WDBJ7	09/30/14	10/03/14	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	-TWTF--	: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	-TWTF--		1			\$230.00	0.00					
12	WDBJ7	09/30/14	10/03/14	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	-TWTF--	:30	1	\$210.00	OC	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: 09/29/14	10/05/14	-TWTF--		1			\$210.00	0.00					
13	WDBJ7	09/30/14	10/03/14	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-TWTF--	: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	-TWTF--		1			\$380.00	0.00					
14	WDBJ7	09/30/14	10/03/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	-TWTF--	: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	-TWTF--		1			\$170.00	0.00					
15	WDBJ7	09/30/14	10/03/14	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	-TWTF--	:30	1	\$400.00	OC	0.00	NM	1	\$400.00
		<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	-TWTF--		1			\$400.00	0.00					
16	WDBJ7	09/30/14	10/03/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	: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>					

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 Estimate: 3647

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDBJ7	09/30/14	10/03/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	: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	-TWTF--					1	\$65.00		0.00			
17	WDBJ7	09/30/14	10/03/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	-TWTF--	:30	1	\$400.00	OC	0.00	NM	1	\$400.00
		<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	-TWTF--					1	\$400.00		0.00			
18	WDBJ7	09/30/14	10/03/14	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	-TWTF--	:30	1	\$40.00	OC	0.00	NM	1	\$40.00
		<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	-TWTF--					1	\$40.00		0.00			
19	WDBJ7	10/03/14	10/03/14	FRI HOUR 2 FRI 9-10P	CM	FRI 9-10P	----1--	:30	1	\$645.00	OC	0.00	NM	1	\$645.00
		<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	\$645.00		0.00			
20	WDBJ7	10/04/14	10/04/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$50.00	OC	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	-----1-					1	\$50.00		0.00			
22	WDBJ7	10/05/14	10/05/14	SUN 730-830P SUN 730-830P	CM	SUN 730-830P	-----1	:30	1	\$360.00	IP	0.00	NM	1	\$360.00
		<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	\$360.00		0.00			
23	WDBJ7	09/30/14	09/30/14	TUE HOUR 2 TUE 9-10P	CM	TUE 9-10P	-1-----	:30	1	\$975.00	IP	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: 09/29/14	10/05/14	-1-----					1	\$975.00		0.00			
24	WDBJ7	10/06/14	10/06/14	M-F 5-530P 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: 10/06/14	10/12/14	1-----					1	\$230.00		0.00			
													Totals	23	\$5,065.00

REP HEADLINE# 7410452 TRF# 32805
\$\$\$ MOD# 0 : APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION OCT8/14 13.07
*** WDBJ-TV ***

ADV # ADV. NAME POLI/M WARNER/D/SEN/VA
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MATTHEW NORTEN (H)

ORDER # CONTRACT # 7410452

CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SEN*SKEDB EST#3647 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP30/14 OCT6/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/14 13.07

REP: MAKEGOOD
M1 OK'D AS CREDIT
REV TTL \$5,065 @23X
PLEASE CONFIRM
THANKS SHOSHANA FOR MATT

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

FRIENDS OF MARK WARNER *SKED B*
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M1 OK'D BUY#21 MISSED: SUN/1130P-1200M OCT5 30S \$115.00 (OCT8/14)
OFFER: NONE
CMT: PLEASE CREDIT AND SEE HL# 7197708 FOR MG OFFER

CONTRACT TOTAL \$5,065.00
TOTAL SPOTS 23

REP HEADLINE# 7410452 TRF# 32805 REP: TEL# 703-516-9399 FAX# 703-516-9680
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/14 10.53
*** CHANGES *** ** WDBJ-TV ***

ADV # ADV. NAME POLI/M WARNER/D/SEN/VA REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MATTHEW NORTEN (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 7410452 CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SEN*SKEDB EST#3647 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP30/14 OCT6/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/14 10.53

REP: MAKEGOOD
M1 OK'D AS CREDIT
REV TTL \$5,065 @23X
PLEASE CONFIRM
THANKS SHOSHANA FOR MATT

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

FRIENDS OF MARK WARNER *SKED B*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 198 AGENCY EST# = 3647
AGENCY PRODUCT CODE = 213

21	S		1130P-1200M	30		\$115.00	10/5	10/5	0		SUN	0
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PROGRAM : WDBJ7 AT ELEVEN
CON COM1 : WDBJ7 AT ELEVEN
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT5

REP HEADLINE# 7410452 TRF# 32805
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP OCT8/14 10.53
CHANGES ** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#21									
			MISSED: SUN/1130P-1200M				OCT5		30S	\$115.00	(OCT8/14)	
			OFFER: NONE									
			CMT: PLEASE CREDIT AND SEE HL# 7197708 FOR MG OFFER									

OCT/14			\$5,065.00									
										CONTRACT TOTAL	\$5,065.00	
										TOTAL SPOTS	23	

MARKET TOTALS	\$10,360	WDBJ 50%	WSET 15%	WSLS 25%	WFXR 8%	CABL 1%	WPKR 0%	WDRL 0%				
		WBVA 0%	EDBJ 1%									

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
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