

ORDER



WGHP-TV

Orders
Order / Rev: 778848
Alt Order #:
Product Desc: HAGAN FOR SENATE 10/27-11/4/2014
Estimate: 1371
Flight Dates: 10/27/14 - 11/03/14
Original Date / Rev: 10/30/14 / 10/30/14
Order Type: GENERAL

Primary AE: Ben Oldham
Sales Office: HPT
Sales Region: LOC

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd
 Fairfax, VA 22030

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

Advertiser Name: Hagan/D/US Senate
Demographic: A25-54
Product Codes: PL1Bb - US Senate/Democrat
Priority: 2
Revenue Codes: SP-POL, CAN, GEN

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/03/14	24	\$9,645.00	\$8,198.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	24	\$9,645.00	\$8,198.25	0.00
Totals	24	\$9,645.00	\$8,198.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Oldham			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGHP-TV	30%	\$9,645.00
Market	100%	\$32,150.00

Competitive Share	Share	Total
UNKWN	70%	\$22,505.00
WFMY	0%	\$0.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	0%	\$0.00
WXLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/27/14	10/31/14	M-F 5-6a FOX 8 Morning News 5-6a	CM-All	5-6a	1---1--	:30	2	\$150.002		0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	1---1--			2		\$150.00		0.00				
2	8	10/27/14	10/31/14	M-F 630-7p Fox 8 News at 630p	CM-All	630-7p	1111---	:30	4	\$400.002		0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	1111---			4		\$400.00		0.00				
3	8	11/03/14	11/03/14		CM-All	630-7p	1-----	:30	1	\$400.002		0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p Fox 8 News at 630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/03/14	11/09/14	1-----			1		\$400.00	0.00					
4	8	10/27/14	10/31/14	M-F 7-730p M-F 7-730p	CM-All	7-730p	1---1--	:30	2	\$160.00	4	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	1---1--			2		\$160.00	0.00					
5	8	10/27/14	10/31/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	-1-11--	:30	3	\$275.00	2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-1-11--			3		\$275.00	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	8	10/27/14-11/02/14		M-F 730-8p		730-8p	-T-ThF----	:30	(\$275.00)	0.00	NM				
Credited															
6	8	10/27/14	11/03/14	Monday Prime A Gotham 8-9p	CM-All	8p-9p	M-----	:30	1	\$750.00	2	0.00	NM	2	\$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:		10/27/14	11/02/14	M-----			1		\$750.00	0.00					
Week:		11/03/14	11/09/14	M-----			1		\$750.00	0.00					
7	8	10/31/14	10/31/14	Friday Prime B Gotham 9-10p	CM-All	9p-10p	----F--	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	----F--			1		\$350.00	0.00					
8	8	11/02/14	11/02/14	Sunday Prime B2 Brooklyn Nine 830-9p	CM-All	830p-9p	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-----S			1		\$800.00	0.00					
9	8	11/02/14	11/02/14	Sunday Prime C2 Mulaney 930-10p	CM-All	930p-10p	-----S	:30	1	\$650.00	4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-----S			1		\$650.00	0.00					
10	8	11/01/14	11/01/14	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----S-	:30	1	\$250.00	2	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:		10/27/14	11/02/14	-----S-			1		\$250.00	0.00					
N 11	8	10/27/14	10/30/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	1111---	:30	4	\$50.00	2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	1111---			4		\$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>				
2	8	10/27/14-11/02/14		M-F 1130p-12a		1130p-12a	MTWTh-----	:30	(\$50.00)	0.00	NM				
Credited															
3	8	10/27/14-11/02/14		M-F 1130p-12a		1130p-12a	MTWTh-----	:30	(\$50.00)	0.00	NM				
Credited															
12	8	11/03/14	11/03/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	1-----	:30	1	\$50.00	2	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:		11/03/14	11/09/14	1-----			1		\$50.00	0.00					
13	8	11/02/14	11/02/14	NFL Early Game FOX NFL 1p	CM-All	1-330p (1:00 PM-3:30 PM)	-----S	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	-----S			1		\$2,400.00	0.00					
14	8	10/27/14	10/30/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	---1---	:30	1	\$50.00	2	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:		10/27/14	11/02/14	---1---			1		\$50.00	0.00					
15	8	10/31/14	10/31/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	----1--	:30	1	\$275.00	2	0.00	NM	1	\$275.00

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15	8	10/31/14	10/31/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	----1--	:30	1	\$275.002		0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	----1--			1		\$275.00		0.00				
N 16	8	10/31/14	10/31/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	----1--	:30	1	\$50.002		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:		10/27/14	11/02/14	----1--			1		\$50.00		0.00				
Totals													24	\$9,645.00	