

ORDER

- Revision
copy

Orders
Order / Rev: 776836
Alt Order #:
Product Desc: General
Estimate: 1208
Flight Dates: 10/20/14 - 10/26/14
Original Date / Rev: 10/23/14 / 10/23/14
Order Type: POLITICAL PRE-BOOK

WGHP-TV

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

Agency
Name: Screen Strategies Media
Buying Contact: Rachael Jones
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: 5
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
09/29/14	10/25/14	15	\$3,320.00	\$2,822.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	15	\$3,320.00	\$2,822.00	0.00
Totals	15	\$3,320.00	\$2,822.00	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	27%	\$3,320.00
Market	100%	\$12,296.30

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	33%	\$4,057.78
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	35%	\$4,303.70
WXLV	5%	\$614.81

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/23/14	10/23/14	M-F 9a-10a Fox 8 Morning News 9-10a	CM-All	9a-10a News	---T---	:30	1	\$90.004		0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	---T---					1	\$90.00		0.00			
2	8	10/20/14	10/24/14	M-F 10-11a M-F 10a-11a Rachael	CM-All	10-11a Rachael	1---1--	:30	2	\$65.004		0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	1---1--					2	\$65.00		0.00			
3	8	10/21/14	10/21/14		CM-All	11a-12p Judge Juc	-T-----	:30	1	\$65.004		0.00	NM	1	\$65.00

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Advertiser: Hagan/D/US Senate
 Product Desc: General
 Estimate: 1208
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11a-12p M-F 11a-12p Judge Judy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-T-----		1				\$65.00		0.00			
4	8	10/23/14	10/23/14	M-F 1230-1p Fox 8 News 1230-1p	CM-All	1230-1p News	---T---	:30	1	\$100.004		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: 10/20/14	10/26/14	---T---		1				\$100.00		0.00			
5	8	10/20/14	10/20/14	M-F 1-2p M-F 1-2p Wendy	CM-All	1-2p Wendy	M-----	:30	1	\$70.004		0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	M-----		1				\$70.00		0.00			
6	8	10/21/14	10/21/14	M-F 2-3p M-F 2-3p The Real	CM-All	2-3p The Real	-T-----	:30	1	\$70.004		0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-T-----		1				\$70.00		0.00			
7	8	10/21/14	10/24/14	M-F 7-730p M-F 7-730p Celeb Name	CM-All	7-730p Celeb Name	-1-11--	:30	3	\$160.004		0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-1-11--		3				\$160.00		0.00			
N 8	8	10/20/14	10/24/14	M-F 730-8p M-F 730-8p Extra	CM-All	730-8p Extra	1-1-1--	:30	3	\$275.004		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: 10/20/14	10/26/14	1-1-1--		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>		
	2	8	10/20/14-10/26/14	M-F 730-8p		730-8p Extra	M-W--F----	:30		(\$275.00)		0.00	NM		
				Credited											
	3	8	10/20/14-10/26/14	M-F 730-8p		730-8p Extra	M-W--F----	:30		(\$275.00)		0.00	NM		
				Credited											
9	8	10/20/14	10/20/14	Monday Prime A Gotham 8-9p	CM-All	8p-9p Gotham	1-----	:30	1	\$750.004		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----		1				\$750.00		0.00			
10	8	10/23/14	10/23/14	Thursday Prime A Bones 8-9p	CM-All	8p-9p Bones	---1---	:30	1	\$700.004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	---1---		1				\$700.00		0.00			
N 11	8	10/22/14	10/22/14	M-F 1130p-12a 1130p-12a Access Holly	CM-All	1130p-12a Access	--1----	:30	1	\$40.004		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: 10/20/14	10/26/14	--1----		1				\$40.00		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	10/20/14-10/26/14	M-F 1130p-12a		1130p-12a Access	--W-----	:30		(\$40.00)		0.00	NM		
				Credited											
N 12	8	10/25/14	10/25/14	ACC Football pregame ACC Football pregame	CM-All	12p-1230p	-----S-	:30	1	\$500.005		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: 10/20/14	10/26/14	-----S-		1				\$500.00		0.00			
N 13	8	10/24/14	10/24/14	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	1	\$90.005		0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----F--		1				\$90.00		0.00			
													Totals	15	\$3,320.00