

ORDER

Orders
Order / Rev: 229651
Alt Order #: 07338044
Product Desc: BURKE FOR GOVERNOR
Estimate: 3467
Flight Dates: 09/02/14 - 09/08/14
Original Date / Rev: 08/28/14 / 08/28/14
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact: Jesse Demastrie
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser
Name: Poli/M Burke/D/Gov/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/08/14	46	\$11,370.00	\$9,664.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	46	\$11,370.00	\$9,664.50	0.00
Totals	46	\$11,370.00	\$9,664.50	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
WDJT-TV-LP	23%	\$11,370.00
Market	100%	\$49,434.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	2%	\$988.70
WISN	27%	\$13,347.39
WITI	22%	\$10,875.65
WMLW-	2%	\$988.70
WPXE	0%	\$0.00
WTMJ	23%	\$11,370.00
WVTV	1%	\$494.35
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/08/14	09/08/14	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$350.00	P-3	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: 09/08/14	09/14/14	1-----		1		\$350.00		0.00					
E 2	WDJT	09/02/14	09/04/14	M-F Late News M-F Late News	CM	10p-1035p	-TWT---	:30	1	\$700.00	P-2	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: 09/01/14	09/07/14	-TWT---		1		\$700.00		0.00					

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	09/05/14	09/05/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$250.00	P-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: 09/01/14	09/07/14	----1--		1			\$250.00			0.00			
E 4	WDJT	09/02/14	09/04/14	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	-TWT---	:30	3	\$180.00	P-2	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	-TWT---		3			\$180.00			0.00			
E 5	WDJT	09/08/14	09/08/14	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	2-----	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	2-----		2			\$90.00			0.00			
E 6	WDJT	09/08/14	09/08/14	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	1-----	:30	1	\$350.00	P-2	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: 09/08/14	09/14/14	1-----		1			\$350.00			0.00			
E 7	WDJT	09/02/14	09/04/14	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	-TWT---	:30	1	\$150.00	P-2	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: 09/01/14	09/07/14	-TWT---		1			\$150.00			0.00			
E 8	WDJT	09/05/14	09/05/14	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	----1--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/01/14	09/07/14	----1--		1			\$75.00			0.00			
E 9	WDJT	09/02/14	09/04/14	News at Noon News at Noon	CM	12p-1230p	-TWT---	:30	1	\$150.00	P-2	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: 09/01/14	09/07/14	-TWT---		1			\$150.00			0.00			
E 10	WDJT	09/08/14	09/08/14	News at Noon News at Noon	CM	12p-1230p	2-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	2-----		2			\$75.00			0.00			
E 11	WDJT	09/02/14	09/04/14	3p-4p Queen Latifah	CM	3p-4p	-TWT---	:30	2	\$150.00	P-2	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: 09/01/14	09/07/14	-TWT---		2			\$150.00			0.00			
E 12	WDJT	09/05/14	09/05/14	3p-4p Queen Latifah	CM	3p-4p	----2--	:30	2	\$150.00	P-2	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: 09/01/14	09/07/14	----2--		2			\$150.00			0.00			
E 13	WDJT	09/08/14	09/08/14	M-F 5pm News M-F 5pm News	CM	5p-530p	2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	2-----		2			\$100.00			0.00			
E 14	WDJT	09/02/14	09/04/14	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWT---	:30	2	\$200.00	P-2	0.00	NM	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: 09/01/14	09/07/14	-TWT---		2			\$200.00			0.00			
E 15	WDJT	09/05/14	09/05/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----2--	:30	2	\$600.00	P-2	0.00	NM	2	\$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: 09/01/14	09/07/14	----2--		2			\$600.00			0.00			
E 16	WDJT	09/02/14	09/04/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWT---	:30	3	\$600.00	P-2	0.00	NM	3	\$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: 09/01/14	09/07/14	-TWT---		3			\$600.00			0.00			
E 17	WDJT	09/08/14	09/08/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	2-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<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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E 17	WDJT	09/08/14	09/08/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	2-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	2-----		2				\$650.00		0.00			
E 18	WDJT	09/02/14	09/04/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWT---	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-TWT---		3				\$650.00		0.00			
E 19	WDJT	09/05/14	09/05/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	----2--	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	----2--		2				\$80.00		0.00			
E 20	WDJT	09/02/14	09/04/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-TWT---	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-TWT---		3				\$80.00		0.00			
E 21	WDJT	09/08/14	09/08/14	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	1-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	1-----		1				\$75.00		0.00			
E 22	WDJT	09/06/14	09/06/14	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$70.00	P-3	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: 09/01/14	09/07/14	-----1-		1				\$70.00		0.00			
E 23	WDJT	09/06/14	09/06/14	Sat 1135p-1235a The Closer	CM	1135p-1235x	-----1-	:30	1	\$90.00	P-2	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: 09/01/14	09/07/14	-----1-		1				\$90.00		0.00			
E 24	WDJT	09/06/14	09/06/14	Sat 5pm News Sat 5pm News	CM	5p-530p	-----1-	:30	1	\$90.00	P-3	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: 09/01/14	09/07/14	-----1-		1				\$90.00		0.00			
E 25	WDJT	09/06/14	09/06/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$150.00	P-3	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: 09/01/14	09/07/14	-----1-		1				\$150.00		0.00			
E 26	WDJT	09/06/14	09/06/14	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM)	CM	6a-9a	-----2-	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----2-		2				\$20.00		0.00			
E 27	WDJT	09/07/14	09/07/14	Sun 1035p-1135p Castle	CM	1035p-1135p	-----1	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/01/14	09/07/14	-----1		1				\$60.00		0.00			
E 28	WDJT	09/07/14	09/07/14	Sun 1135p-1235a Castle	CM	1135p-1235a	-----1	:30	1	\$50.00	P-3	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: 09/01/14	09/07/14	-----1		1				\$50.00		0.00			
													Totals	46	\$11,370.00