



WFXR
PO Box 419779
Boston, MA 02241-9779

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

Contract # 1643831

Schedule Dates 09/27/17-10/03/17
Advertiser Ed Gillespie/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3155 (641263)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle, Irvin,
Phone/Fax /
CPE 277/357/3155
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW ORDER

Date Entered 09/26/17
Last Modified 09/26/17
Entered By Casey Wright
CO-OP No
Headline # ECR25758131
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,311.00
Net Total \$7,429.00
Sales Tax

Roanoke VA (WFXR)

By Broadcast Month	Spots	Rate
Oct. 2017	58	\$8,740.00
Grand Total:	58	\$8,740.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	5A- 5:30A (EST)	1				X				1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3	9/26/17
2.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	5A- 5:30A (EST)	1					X			1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3	9/26/17
3.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	5A- 5:30A (EST)	1		X						1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3	9/26/17
4.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	6A- 6:30A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4	9/26/17
5.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	6A- 6:30A (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4	9/26/17
6.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	6A- 6:30A (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4	9/26/17

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7.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	6:30A- 7A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5	9/26/17
8.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	6:30A- 7A (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5	9/26/17
9.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	6:30A- 7A (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5	9/26/17
10.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	6:30A- 7A (EST)	1		X						1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5	9/26/17
11.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	7A- 7:30A (EST)	1				X				1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	9/26/17
12.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	7A- 7:30A (EST)	1					X			1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	9/26/17

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13.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	7A- 7:30A (EST)	1	X							1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	9/26/17
14.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	7A- 7:30A (EST)	1		X						1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	9/26/17
15.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	7:30A- 8A (EST)	1				X				1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0	9/26/17
16.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	7:30A- 8A (EST)	1					X			1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0	9/26/17
17.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	7:30A- 8A (EST)	1	X							1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0	9/26/17
18.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	8A- 8:30A (EST)	1			X					1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 1.0	9/26/17

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19.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	8A- 8:30A (EST)	1		X						1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 1.0	9/26/17
20.0	Normal Line / SPOT	10/01/17-10/01/17	4	:30	9A- 10A (EST)	1							X	1	\$150.00	\$150.00	Roanoke VA (WFXR)	FOX NWS SUNDAY Target 200119 Index: 157. Nielsen: 1.0	9/26/17
21.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	3:30P- 4P (EST)	1			X					1	\$125.00	\$125.00	Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0	9/26/17
22.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	3:30P- 4P (EST)	1					X			1	\$125.00	\$125.00	Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0	9/26/17
23.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	3:30P- 4P (EST)	1	X							1	\$125.00	\$125.00	Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0	9/26/17
24.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	3:30P- 4P (EST)	1		X						1	\$125.00	\$125.00	Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0	9/26/17
25.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	4P- 4:30P (EST)	1			X					1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9	9/26/17

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26.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	4P- 4:30P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9	9/26/17
27.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	4P- 4:30P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9	9/26/17
28.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	4P- 4:30P (EST)	1		X						1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9	9/26/17
29.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	5P- 5:30P (EST)	1			X					1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5	9/26/17
30.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	5P- 5:30P (EST)	1					X			1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5	9/26/17
31.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	5P- 5:30P (EST)	1	X							1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5	9/26/17
32.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	6P- 6:30P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WFXR)	TWO AND A HALF MEN Target 200119 Index: 95. Nielsen: 2.2	9/26/17
33.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	6P- 6:30P (EST)	1	X							1	\$150.00	\$150.00	Roanoke VA (WFXR)	TWO AND A HALF MEN Target 200119 Index: 95. Nielsen: 2.2	9/26/17

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34.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	6:30P- 7P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WFXR)	TWO AND A HALF MEN Target 200119 Index: 100. Nielsen: 2.3	9/26/17
35.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	6:30P- 7P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WFXR)	TWO AND A HALF MEN Target 200119 Index: 100. Nielsen: 2.3	9/26/17
36.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	6:30P- 7P (EST)	1		X						1	\$150.00	\$150.00	Roanoke VA (WFXR)	TWO AND A HALF MEN Target 200119 Index: 100. Nielsen: 2.3	9/26/17
37.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	7P- 7:30P (EST)	1			X					1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7	9/26/17
38.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	7P- 7:30P (EST)	1				X				1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7	9/26/17
39.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	7P- 7:30P (EST)	1	X							1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7	9/26/17
40.0	Normal Line / SPOT	09/30/17-09/30/17	4	:30	7P- 7:30P (EST)	1						X		1	\$150.00	\$150.00	Roanoke VA (WFXR)	BIG BANG Target 200119 Index: 112. Nielsen: 2.0	9/26/17

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41.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	8P- 9P (EST)	1		X						1	\$350.00	\$350.00	Roanoke VA (WFXR)	LETHAL WEAPON	9/26/17
42.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	10P- 10:30P (EST)	1			X					1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	9/26/17
43.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	10P- 10:30P (EST)	1				X				1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	9/26/17
44.0	Normal Line / SPOT	09/29/17-09/29/17	4	:30	10P- 10:30P (EST)	1					X			1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	9/26/17
45.0	Normal Line / SPOT	10/02/17-10/02/17	4	:30	10P- 10:30P (EST)	1	X							1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	9/26/17
46.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	10P- 10:30P (EST)	1		X						1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	9/26/17
47.0	Normal Line / SPOT	09/27/17-09/27/17	4	:30	10:30P- 11P (EST)	1			X					1	\$300.00	\$300.00	Roanoke VA (WFXR)	WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5	9/26/17

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48.0	Normal Line / SPOT	09/28/17-09/28/17	4	:30	10:30P- 11P (EST)	1				X				1	\$300.00	\$300.00	Roanoke VA (WFXR)	WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5	9/26/17
49.0	Normal Line / SPOT	10/03/17-10/03/17	4	:30	10:30P- 11P (EST)	1		X						1	\$300.00	\$300.00	Roanoke VA (WFXR)	WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5	9/26/17
50.0	Normal Line / SPOT	10/01/17-10/01/17	5	:30	11P- 11:30P (EST)	1							X	1	\$75.00	\$75.00	Roanoke VA (WFXR)	VA SPORTS LIVE Target 200119 Index: 111. Nielsen: 1.4	9/26/17
51.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	11:30P- 12A (EST)	1			X					1	\$50.00	\$50.00	Roanoke VA (WFXR)	GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2	9/26/17
52.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	11:30P- 12A (EST)	1					X			1	\$50.00	\$50.00	Roanoke VA (WFXR)	GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2	9/26/17
53.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	11:30P- 12A (EST)	1	X							1	\$50.00	\$50.00	Roanoke VA (WFXR)	GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2	9/26/17
54.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	11:30P- 12A (EST)	1		X						1	\$50.00	\$50.00	Roanoke VA (WFXR)	GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2	9/26/17
55.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	12A- 12:30A (EST)	1				X				1	\$35.00	\$35.00	Roanoke VA (WFXR)	SEINFELD Target 200119 Index: 107. Nielsen: 1.1	9/26/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



WFXR
PO Box 419779
Boston, MA 02241-9779

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

Contract # 1643831

Schedule Dates 09/27/17-10/03/17
Advertiser Ed Gillespie/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3155 (641263)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle, Irvin,
Phone/Fax /
CPE 277/357/3155
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW ORDER

Date Entered 09/26/17
Last Modified 09/26/17
Entered By Casey Wright
CO-OP No
Headline # ECR25758131
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,311.00
Net Total \$7,429.00
Sales Tax

Roanoke VA (WFXR)

By Broadcast Month	Spots	Rate
Oct. 2017	58	\$8,740.00
Grand Total:	58	\$8,740.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
56.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	12A- 12:30A (EST)	1	X							1	\$35.00	\$35.00	Roanoke VA (WFXR)	SEINFELD Target 200119 Index: 107, Nielsen: 1.1	9/26/17
57.0	Normal Line / SPOT	09/30/17-09/30/17	5	:30	7:30P- 11P (EST)	1						X		1	\$350.00	\$350.00	Roanoke VA (WFXR)	FOX COLLEGE FOOTBALL - OK/TX TECH Target 200119 Index: 105, Nielsen: 2.3	9/26/17
58.0	Normal Line / SPOT	10/01/17-10/01/17	5	:30	9:30A- 12:30P (EST)	1							X	1	\$750.00	\$750.00	Roanoke VA (WFXR)	NFL LONDON GAME Target 200119 Index: 109, Nielsen: 9.6	9/26/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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