

## ORDER



WXMI-TV

**Orders**  
**Order / Rev:** 712861  
**Alt Order #:** 9170197  
**Product Desc:** SCHUETTE 4 GOVERNOR  
**Estimate:** 4519  
**Flight Dates:** 07/18/18 - 07/24/18  
**Original Date / Rev:** 07/17/18 / 07/17/18  
**Order Type:** GENERAL

**Primary AE:** Jared Kelhart  
**Sales Office:** NPHL  
**Sales Region:** National

**Agency Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 1911 North Ft Myer Dr.  
 Arlington, VA 22209

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

**Advertiser Name:** Schuette, B/Gov/R  
**Demographic:** A35+  
**Product Codes:** PI2.e.ii  
**Priority:** 03  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/18	07/24/18	45	\$7,310.00	\$6,213.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	45	\$7,310.00	\$6,213.50	0.00
<b>Totals</b>	<b>45</b>	<b>\$7,310.00</b>	<b>\$6,213.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jared Kelhart			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	17	07/23/18	07/23/18	M-F 5a-6a M-F 5a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	1-----	:30	1	\$70.00	03	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:		07/23/18	07/29/18	1-----	1		\$70.00		0.00						
E 2	17	07/19/18	07/19/18	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	---1---	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/18	07/22/18	---1---	1		\$160.00		0.00						
E 3	17	07/20/18	07/20/18	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	----1--	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/18	07/22/18	----1--	1		\$160.00		0.00						
E 4	17	07/24/18	07/24/18	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-1-----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/18	07/29/18	-1-----	1		\$160.00		0.00						
E 5	17	07/18/18	07/18/18	M-F 7a-8a M-F 7a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--1----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/18	07/22/18	--1----	1		\$160.00		0.00						
E 6	17	07/24/18	07/24/18		CM	8:00 AM-8:30 AM	-1-----	:30	1	\$225.00	02	0.00	NM	1	\$225.00

Advertiser:	Schuetter, B/Gov/R
Product Desc:	SCHUETTE 4 GOVERNOR
Estimate:	4519

**WXMI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 8a-9a		(8:00 AM-8:30 AM)									
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/23/18	07/29/18	- 1 - - - - -		1		\$225.00	0.00						
E 7	17	07/19/18	07/19/18	M-F 8a-9a	CM	8:00 AM-8:30 AM	- - - 1 - - -	:30	1	\$225.00	02	0.00	NM	1	\$225.00
				M-F 8a-9a		(8:00 AM-8:30 AM)									
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - 1 - - -		1		\$225.00	0.00						
E 8	17	07/21/18	07/21/18	Sa-Su 7a-8a	CM	7:00 AM-7:30 AM	- - - - - 1 -	:30	1	\$125.00	03	0.00	NM	1	\$125.00
				Sa-Su 7a-8a		(7:00 AM-7:30 AM)									
				Sa-Su 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - - - 1 -		1		\$125.00	0.00						
E 9	17	07/21/18	07/21/18	Sa-Su 8a-9a	CM	8:00 AM-8:30 AM	- - - - - 1 -	:30	1	\$200.00	02	0.00	NM	1	\$200.00
				Sa-Su 8a-9a		(8:00 AM-8:30 AM)									
				Sa-Su 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - - - 1 -		1		\$200.00	0.00						
E 10	17	07/22/18	07/22/18	FOX News Sunday	CM	9:00 AM-10:00 AM	- - - - - 1	:30	1	\$75.00	04	0.00	NM	1	\$75.00
				FOX News Sunday		(9:00 AM-10:00 AM)									
				FOX News Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - - - 1		1		\$75.00	0.00						
E 11	17	07/23/18	07/23/18	M-F 11a-12p DN	CM	11:00 AM-11:30 AM	1 - - - - -	:30	1	\$75.00	03	0.00	NM	1	\$75.00
				M-F 11a-12p DN		(11:00 AM-11:30 AM)									
				M-F 11a-12p DN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/23/18	07/29/18	1 - - - - -		1		\$75.00	0.00						
E 12	17	07/19/18	07/19/18	M-F 5a-6a	CM	5:30 AM-6:00 AM	- - - 1 - - -	:30	1	\$70.00	03	0.00	NM	1	\$70.00
				M-F 5a-6a		(5:30 AM-6:00 AM)									
				M-F 5a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - 1 - - -		1		\$70.00	0.00						
E 13	17	07/20/18	07/20/18	M-F 11a-12p DN	CM	11:00 AM-11:30 AM	1 - - - - 1 - -	:30	1	\$75.00	03	0.00	NM	1	\$75.00
				M-F 11a-12p DN		(11:00 AM-11:30 AM)									
				M-F 11a-12p DN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 07/16/18	07/22/18	- - - - 1 - -		1		\$75.00	0.00						
E 14	17	07/24/18	07/24/18	M-F 3p-4p	CM	3:00 PM-4:00 PM	- 1 - - - - -	:30	1	\$65.00	03	0.00	NM	1	\$65.00</

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Alt Order #: 9170197  
Flight Dates: 07/18/18 - 07/24/18

Advertiser: Schuette, B/Gov/R  
Product Desc: SCHUETTE 4 GOVERNOR  
Estimate: 4519  
**WXMI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	17	07/20/18	07/20/18	M-F 4p-5p M-F 4p-5p	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	----1--	:30	1	\$110.00	03	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/18	07/22/18	----1--	1		\$110.00		0.00						
E 21	17	07/23/18	07/23/18	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-----	:30	1	\$85.00	04	0.00	NM	1	\$85.00
Week:		07/23/18	07/29/18	1-----	1		\$85.00		0.00						
E 22	17	07/24/18	07/24/18	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-1-----	:30	1	\$85.00	04	0.00	NM	1	\$85.00
Week:		07/23/18	07/29/18	-1-----	1		\$85.00		0.00						
E 23	17	07/24/18	07/24/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-1-----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
Week:		07/23/18	07/29/18	-1-----	1		\$160.00		0.00						
E 24	17	07/18/18	07/18/18	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--1----	:30	1	\$85.00	04	0.00	NM	1	\$85.00
Week:		07/16/18	07/22/18	--1----	1		\$85.00		0.00						
E 25	17	07/20/18	07/20/18	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	----1--	:30	1	\$85.00	04	0.00	NM	1	\$85.00
Week:		07/16/18	07/22/18	----1--	1		\$85.00		0.00						
E 26	17	07/23/18	07/23/18	M-F 5p-6p M-F 5p-6p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	1-----	:30	1	\$85.00	04	0.00	NM	1	\$85.00
Week:		07/23/18	07/29/18	1-----	1		\$85.00		0.00						
E 27	17	07/19/18	07/19/18	M-F 6p-7p M-F 6p-7p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	---1---	:30	1	\$95.00	04	0.00	NM	1	\$95.00
Week:		07/16/18	07/22/18	---1---	1		\$95.00		0.00						
E 28	17	07/24/18	07/24/18	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	-1-----	:30	1	\$135.00	04	0.00	NM	1	\$135.00
Week:		07/23/18	07/29/18	-1-----	1		\$135.00		0.00						
E 29	17	07/19/18	07/19/18	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	---1---	:30	1	\$135.00	04	0.00	NM	1	\$135.00
Week:		07/16/18	07/22/18	---1---	1		\$135.00		0.00						
E 30	17	07/18/18	07/18/18	Wednesday Prime Hour Wednesday Prime Hour 1	CM	8:00 PM-9:00 PM	--1----	:30	1	\$600.00	03	0.00	NM	1	\$600.00
Week:		07/16/18	07/22/18	--1----	1		\$600.00		0.00						
E 31	17	07/23/18	07/23/18	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
Week:		07/23/18	07/29/18	1-----	1		\$400.00		0.00						
E 32	17	07/18/18	07/18/18	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
Week:		07/16/18	07/22/18	--1----	1		\$400.00		0.00						
E 33	17	07/19/18	07/19/18	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	---1---	:30	1	\$400.00	03	0.00	NM	1	\$400.00
Week:		07/16/18	07/22/18	---1---	1		\$400.00		0.00						
E 34	17	07/20/18	07/20/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	----1--	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 712861  
Alt Order #: 9170197  
Flight Dates: 07/18/18 - 07/24/18

Advertiser: Schuette, B/Gov/R  
Product Desc: SCHUETTE 4 GOVERNOR  
Estimate: 4519  
**WXMI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	17	07/20/18	07/20/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---- 1--	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/16/18	07/22/18	---- 1--		1		\$160.00		0.00					
E 35	17	07/21/18	07/21/18	Sa 10p-11p Sa 10p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI----- 1-	:30	1	\$300.00	02	0.00	NM	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:	07/16/18	07/22/18	----- 1-		1		\$300.00		0.00					
E 36	17	07/22/18	07/22/18	Su 10p-11p Su 10p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI----- 1	:30	1	\$350.00	03	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:	07/16/18	07/22/18	----- 1		1		\$350.00		0.00					
E 37	17	07/24/18	07/24/18	M-F 1135p-1205a M-F 1135p-1205a	CM	11:35 PM-12:05 AM	XI- 1-----	:30	1	\$110.00	03	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/23/18	07/29/18	- 1-----		1		\$110.00		0.00					
E 38	17	07/19/18	07/19/18	M-F 1135p-1205a M-F 1135p-1205a	CM	11:35 PM-12:05 AM	XI--- 1---	:30	1	\$110.00	03	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/16/18	07/22/18	--- 1---		1		\$110.00		0.00					
E 39	17	07/20/18	07/20/18	M-F 1135p-1205a M-F 1135p-1205a	CM	11:35 PM-12:05 AM	XI---- 1--	:30	1	\$110.00	03	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/16/18	07/22/18	---- 1--		1		\$110.00		0.00					
E 40	17	07/21/18	07/21/18	MLB Reg Ssn MLB Reg Ssn	CM	7:00 PM-10:00 PM (7:00 PM-10:00 PM)	PM----- 1-	:30	1	\$250.00	03	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:	07/16/18	07/22/18	----- 1-		1		\$250.00		0.00					
E 41	17	07/23/18	07/23/18	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	1-----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/23/18	07/29/18	1-----		1		\$160.00		0.00					
E 42	17	07/24/18	07/24/18	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	- 1-----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/23/18	07/29/18	- 1-----		1		\$160.00		0.00					
E 43	17	07/18/18	07/18/18	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-- 1----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/16/18	07/22/18	-- 1----		1		\$160.00		0.00					
E 44	17	07/20/18	07/20/18	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---- 1--	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/16/18	07/22/18	---- 1--		1		\$160.00		0.00					
E 45	17	07/23/18	07/23/18	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	1-----	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/23/18	07/29/18	1-----		1		\$160.00		0.00					
													Totals	45	\$7,310.00