

# ORDER



**Orders**  
**Order / Rev:** 1568260  
**Alt Order #:** 08343116  
**Product Desc:** DEBORAH ROSS-SENATE  
**Estimate:** 5101  
**Flight Dates:** 10/24/16 - 10/30/16  
**Original Date / Rev:** 10/27/16 / 10/27/16  
**Order Type:** Political

**WBTV**  
**Primary AE:** Jim Rapp  
**Sales Office:** T-CHI  
**Sales Region:** National

**Agency**  
**Name:** A/L Media  
**Buying Contact:**  
**Billing Contact:**  
 222 W Ontario, Suite 600  
 Chicago, IL 60610

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

**Advertiser**  
**Name:** POL/Ross, Deborah/D/Senate/NC  
**Demographic:** A35+  
**Product Codes:** PL610  
**Priority:** P 1  
**Revenue Codes:** Agency, Political, Pol-Candidate

**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
09/26/16	10/30/16	70	\$54,775.00	\$46,558.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	70	\$54,775.00	\$46,558.75	0.00
<b>Totals</b>	<b>70</b>	<b>\$54,775.00</b>	<b>\$46,558.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Rapp			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WBTV	36%	\$54,775.00
Market	100%	\$152,152.78

**Competitive Share**

	Share	Total
WAXN	0%	\$0.00
WBTVn	0%	\$0.00
WBTVt	0%	\$0.00
WCCB	0%	\$0.00
WCNC	11%	\$16,736.81
WHKY	0%	\$0.00
WJZY	8%	\$12,172.22
WMYT	0%	\$0.00
WNSC	0%	\$0.00
WSOC	45%	\$68,468.75
WTVI	0%	\$0.00
WUNE	0%	\$0.00
WUNG	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WBTV	10/24/16	10/28/16	WBTV News 430a	Comm	430-5a	MTWTF--	:30	3	\$550.00	P 1	0.00	NM	3	\$1,650.00
				WBTV News 430a		(4:30 AM-5:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		3				\$550.00		0.00			
2	WBTV	10/24/16	10/28/16		Comm	5-530a	MTWTF--	:30	4	\$350.00	P 3	0.00	NM	4	\$1,400.00

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 Product Desc: DEBORAH ROSS-SENATE  
 Estimate: 5101  
**WBTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WBTV News 5a											
				WBTV News 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					4	\$350.00		0.00			
3	WBTV	10/24/16	10/28/16	WBTV News 530a	Comm	530-6a	MTWTF--	:30	4	\$475.00	P 3	0.00	NM	4	\$1,900.00
				WBTV News 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					4	\$475.00		0.00			
4	WBTV	10/24/16	10/28/16	WBTV News 6a	Comm	6-7a	MTWTF--	:30	2	\$1,800.00	P 1	0.00	NM	2	\$3,600.00
				WBTV News 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					2	\$1,800.00		0.00			
5	WBTV	10/24/16	10/28/16	NET CBS AM Network	Comm	7-9a	MTWTF--	:30	6	\$625.00	P 3	0.00	NM	6	\$3,750.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					6	\$625.00		0.00			
6	WBTV	10/24/16	10/28/16	LOC Morning Break	Comm	9a-10a	MTWTF--	:30	4	\$225.00	P 3	0.00	NM	4	\$900.00
				LOC Morning Break											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					4	\$225.00		0.00			
N 7	WBTV	10/24/16	10/28/16	CBS Soaps	Comm	CBS Soaps	MTWTF--	:30	5	\$500.00	P 3	0.00	NM	4	\$2,400.00
				CBS Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					5	\$500.00		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	WBTV	10/24/16-10/30/16	CBS Soaps		CBS Soaps		MTWThF----	:30		<del>(\$500.00)</del>	0.00	NM			
See MG 7.6,7.7,7.8,7.9,7.10															
[NO AVAIL]															
2	WBTV	10/24/16-10/30/16	CBS Soaps		CBS Soaps		MTWThF----	:30		<del>(\$500.00)</del>	0.00	NM			
See MG 7.6,7.7,7.8,7.9,7.10															
[NO AVAIL]															
3	WBTV	10/24/16-10/30/16	CBS Soaps		CBS Soaps		MTWThF----	:30		<del>(\$500.00)</del>	0.00	NM			
See MG 7.6,7.7,7.8,7.9,7.10															
[NO AVAIL]															
4	WBTV	10/24/16-10/30/16	CBS Soaps		CBS Soaps		MTWThF----	:30		<del>(\$500.00)</del>	0.00	NM			
See MG 7.6,7.7,7.8,7.9,7.10															
[NO AVAIL]															
5	WBTV	10/24/16-10/30/16	CBS Soaps		CBS Soaps		MTWThF----	:30		<del>(\$500.00)</del>	0.00	NM			
See MG 7.6,7.7,7.8,7.9,7.10															
[NO AVAIL]															
6	NBTV	10/24/16-10/30/16	LOC Morning Break		9a-10a		MTWThF----	:30		\$600.00	0.00	NM			
Ⓜ MG for 7.5,7.3,7.4,7.2,7.1															
7	NBTV	10/24/16-10/30/16	LOC Morning Break		9a-10a		MTWThF----	:30		\$600.00	0.00	NM			
Ⓜ MG for 7.5,7.3,7.4,7.2,7.1															
8	NBTV	10/24/16-10/30/16	LOC Morning Break		9a-10a		MTWThF----	:30		\$600.00	0.00	NM			
Ⓜ MG for 7.5,7.3,7.4,7.2,7.1															
9	NBTV	10/24/16-10/30/16	LOC Morning Break		9a-10a		MTWThF----	:30		\$600.00	0.00	NM			
Ⓜ MG for 7.5,7.3,7.4,7.2,7.1															
10	WBTV	10/30/16-10/30/16	WBTV Sun 5a News		5-6a		-----Su	:30		<del>(\$100.00)</del>	0.00	NM			
Ⓜ Credited															
[CR-Client Request]															
8	WBTV	10/24/16	10/28/16	Steve Harvey (3-4)	Comm	3-4pm	MTWTF--	:30	4	\$300.00	P 3	0.00	NM	4	\$1,200.00
				Steve Harvey											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					4	\$300.00		0.00			
9	WBTV	10/24/16	10/28/16	WBTV News 4p	Comm	M-F 4-4.30p	MTWTF--	:30	4	\$475.00	P 3	0.00	NM	4	\$1,900.00
				WBTV News at 4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--					4	\$475.00		0.00			

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 Product Desc: DEBORAH ROSS-SENATE  
 Estimate: 5101  
**WBTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WBTV	10/24/16	10/28/16	WBTV News 4.30p WBTV News at 4.30p	Comm	M-F 4.30p-5p	MTWTF--	:30	5	\$1,100.00	P 1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		5			\$1,100.00			0.00			
11	WBTV	10/24/16	10/28/16	WBTV News 5p WBTV News at 5p	Comm	5p-5:30p	MTWTF--	:30	3	\$2,300.00	P 1	0.00	NM	3	\$6,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		3			\$2,300.00			0.00			
12	WBTV	10/24/16	10/28/16	WBTV News a 5:30p WBTV News at 530p	Comm	M-F 530p-6p	MTWTF--	:30	4	\$1,300.00	P 1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		4			\$1,300.00			0.00			
13	WBTV	10/24/16	10/28/16	WBTV News at 6p WBTV News at 6p	Comm	M-F 6p-630p	MTWTF--	:30	5	\$1,700.00	P 1	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		5			\$1,700.00			0.00			
14	WBTV	10/24/16	10/28/16	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	MTWTF--	:30	1	\$1,075.00	P 3	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		1			\$1,075.00			0.00			
15	WBTV	10/24/16	10/27/16	NET Late Show, The NET Late Show, The	Comm	1135-1237a	MTWT---	:30	4	\$575.00	P 1	0.00	NM	4	\$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:	10/24/16	10/30/16	MTWT---		4			\$575.00			0.00			
16	WBTV	10/29/16	10/29/16	WBTV Sat 5a News WBTV Sat 5a News	Comm	5-6a	-----1-	:30	1	\$250.00	P 3	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:	10/24/16	10/30/16	-----1-		1			\$250.00			0.00			
17	WBTV	10/29/16	10/29/16	WBTV Sat 6a News WBTV Sat 6a News	Comm	6-7a	-----1-	:30	1	\$1,000.00	P 1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1-		1			\$1,000.00			0.00			
18	WBTV	10/29/16	10/29/16	WBTV Sat 7a News WBTV Sat 7a News	Comm	7-8a	-----1-	:30	1	\$500.00	P 3	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:	10/24/16	10/30/16	-----1-		1			\$500.00			0.00			
19	WBTV	10/29/16	10/29/16	CBS Saturday Early Show CBS Saturday Early Show	Comm	8-10a	-----1-	:30	1	\$800.00	P 1	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:	10/24/16	10/30/16	-----1-		1			\$800.00			0.00			
20	WBTV	10/29/16	10/29/16	WBTV Sat News at 11p WBTV 11p News / Sat.	Comm	11p-1135p	-----1-	:30	1	\$950.00	P 3	0.00	NM	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:	10/24/16	10/30/16	-----1-		1			\$950.00			0.00			
21	WBTV	10/30/16	10/30/16	WBTV Sun 5a News WBTV Sun Am News	Comm	5-6a	-----1	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----1		1			\$225.00			0.00			
22	WBTV	10/30/16	10/30/16	WBTV Sun 6a News WBTV Sun AM News	Comm	6-7a	-----1	:30	1	\$300.00	P 3	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:	10/24/16	10/30/16	-----1		1			\$300.00			0.00			
23	WBTV	10/30/16	10/30/16	NET CBS Sunday Morn CBS Sunday Morning	Comm	9-1030a	-----1	:30	1	\$1,300.00	P 1	0.00	NM	1	\$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:	10/24/16	10/30/16	-----1		1			\$1,300.00			0.00			
24	WBTV	10/24/16	10/28/16	LOC Morning Break LOC Morning Break	Comm	9a-10a	MTWTF--	:30	3	\$225.00	P 3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--		3			\$225.00			0.00			

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 Estimate: 5101  
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24	WBTV	10/24/16	10/28/16	LOC Morning Break LOC Morning Break	Comm	9a-10a	MTWTF--	:30	3	\$225.00	P 3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$225.00		0.00			
25	WBTV	10/24/16	10/30/16	Steve Harvey (3-4) Steve Harvey	Comm	3-4pm	MTWTF--	:30	1	\$300.00	P 3	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: 10/24/16	10/30/16	MTWTF--		1				\$300.00		0.00			
26	WBTV	10/24/16	10/28/16	Steve Harvey (3-4) Steve Harvey	Comm	3-4pm	-TWTF--	:30	1	\$300.00	P 3	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: 10/24/16	10/30/16	-TWTF--		1				\$300.00		0.00			
													Totals	70	\$54,775.00