

ORDER



Orders
Order / Rev: 645710
Alt Order #: WOC10720301
Product Desc: PADAM
Estimate: 4909
Flight Dates: 09/11/17 - 09/17/17
Original Date / Rev: 09/06/17 / 09/06/17
Order Type: NORMAL

WDBJ
Primary AE: Charles Brian Boush
Sales Office: ROAN
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Penn Ave
 Towson, MD 21204

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

Advertiser Name: John Adams for VA
Demographic: A35+
Product Codes: Candidate - State - Other
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 145620
Agency External ID: 1244
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/17	09/17/17	21	\$5,100.00	\$4,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	21	\$5,100.00	\$4,335.00	129.80
Totals	21	\$5,100.00	\$4,335.00	129.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Charles Brian Boush			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	WDBJ	09/11/17	09/15/17	News 7 Mornin' @ 6a News 7 Mornin' @ 6a	CM	6:00 AM-7:00 AM	-1-11--	:30	3	\$150.00	P-03	4.60	NM	3	\$450.00
(Program: WDBJ7 MORNIN')															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/17	09/17/17	-1-11--			3		\$150.00		4.60				
E 2	WDBJ	09/11/17	09/14/17	CBS This Morning CBS This Morning	CM	7:00 AM-9:00 AM	1-11---	:30	3	\$110.00	P-03	4.80	NM	3	\$330.00
(Program: CBS THIS MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/17	09/17/17	1-11---			3		\$110.00		4.80				
E 3	WDBJ	09/11/17	09/16/17	News 7 Sat Morning News 7 Sat Morning	CM	6:00 AM-8:00 AM (6:00 AM-8:00 AM)	-----1-	:30	1	\$80.00	P-06	2.40	NM	1	\$80.00
(Program: WDBJ7 SATURDAY MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/17	09/17/17	-----1-			1		\$80.00		2.40				
E 4	WDBJ	09/11/17	09/17/17	News 7 Sun Morning News 7 Sun Morning	CM	6:00 AM-9:00 AM (6:00 AM-9:00 AM)	-----1	:30	1	\$95.00	P-06	3.90	NM	1	\$95.00
(Program: WDBJ7 SUNDAY MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/17	09/17/17	-----1			1		\$95.00		3.90				
E 5	WDBJ	09/11/17	09/17/17	Face The Nation Face The Nation	CM	10:30 AM-11:30 AM (10:30 AM-11:30 AM)	-----1	:30	1	\$110.00	P-03	3.00	NM	1	\$110.00
(Program: FACE THE NATION- 1 HOUR PRGM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/17	09/17/17	-----1			1		\$110.00		3.00				

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WDBJ

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E 6	WDBJ	09/11/17	09/15/17	News 7 @ Noon News 7 @ Noon	CM	12:00 PM-12:30 PM	1-1-1--	:30	3	\$175.00	P-03	7.40	NM	3	\$525.00
(Program: WDBJ7 AT NOON)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/17	09/17/17	1-1-1--					3	\$175.00		7.40			
E 7	WDBJ	09/11/17	09/15/17	News 7 @ 5p M-F News 7 @ 5p M-F	CM	5:00 PM-5:30 PM	-11-1--	:30	3	\$285.00	P-03	7.60	NM	3	\$855.00
(Program: WDBJ7 AT 5:00)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/17	09/17/17	-11-1--					3	\$285.00		7.60			
E 8	WDBJ	09/11/17	09/13/17	News 7 @ 6p M-F News 7 @ 6p M-F	CM	6:00 PM-6:30 PM	1-1----	:30	2	\$430.00	P-03	11.10	NM	2	\$860.00
(Program: WDBJ7 AT 6:00)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/17	09/17/17	1-1----					2	\$430.00		11.10			
E 9	WDBJ	09/11/17	09/17/17	Sunday Prime Hr 1 Sunday Prime Hr 1	CM	7:00 PM-8:00 PM (7:00 PM-8:00 PM)	-----1	:30	1	\$1,000.00	P-01	8.60	NM	1	\$1,000.00
(Program: 60 MINUTES)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/17	09/17/17	-----1					1	\$1,000.00		8.60			
E 10	WDBJ	09/11/17	09/15/17	News 7 @ 11p M-F News 7 @ 11p M-F	CM	11:00 PM-11:35 PM	1-11--	:30	3	\$265.00	P-03	5.50	NM	3	\$795.00
(Program: WDBJ7 AT 11:00)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/17	09/17/17	-1-11--					3	\$265.00		5.50			
													Totals	21	\$5,100.00

