

## 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
<b>Totals</b>	<b>21</b>	<b>\$5,100.00</b>	<b>\$4,335.00</b>	<b>129.80</b>

## 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			

Advertiser:	John Adams for VA
Product Desc:	PADAM
Estimate:	4909

WDBJ

Totals	21	\$5,100.00
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# WOC10720301 [00.00]

## Order Printout

Order Status:	Opened-New	Start/End Dates:	09/11/17 - 09/17/17	C/P/E:	389 / 472 / 4909
Traffic #:		Agency:	Mentzer Media	Product Desc.:	PADAM
Buyer Order #:	6502184	Advertiser:	389 - John Adams for VA	Estimate Desc.:	John Adams for VA- TV- 9.11-9.17 Ro.
AE:	Charles Brian Boush	Buyer:		Total Cost:	\$2,800.00 (Cash)
Property:	WDBJ TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	9/06/17 6:29 AM
Sales Region:	Local				

Comments:

Separation: 30

List Items							Spots										Totals		
Line	Program	ST	Len	Time	Days	Rate	Sep 11									Total Spots	Total Cost	RTG	
1	WDBJ7 MORNING"	NM	:30	6:00 AM-7:00 AM	-T-----	150 95.00	1									1	95.00	4.60	
(Program: WDBJ7 MORNING")																			
1	WDBJ7 MORNING"	NM	:30	6:00 AM-7:00 AM	---T---	150 95.00	1									1	95.00	4.60	
(Program: WDBJ7 MORNING")																			
1	WDBJ7 MORNING"	NM	:30	6:00 AM-7:00 AM	----F--	150 95.00	1									1	95.00	4.60	
(Program: WDBJ7 MORNING")																			
2	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	M-----	110 55.00	1									1	55.00	4.80	
(Program: CBS THIS MORNING)																			
2	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	--W----	110 55.00	1									1	55.00	4.80	
(Program: CBS THIS MORNING)																			
2	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	---T---	110 55.00	1									1	55.00	4.80	
(Program: CBS THIS MORNING)																			
3	WDBJ7 SATURDAY MORNING	NM	:30	6:00 AM-8:00 AM	-----S-	80 70.00	1									1	70.00	2.40	
(Program: WDBJ7 SATURDAY MORNING)																			
4	WDBJ7 SUNDAY MORNING	NM	:30	6:00 AM-9:00 AM	-----S	95.00	1									1	95.00	3.90	
(Program: WDBJ7 SUNDAY MORNING)																			
5	FACE THE NATION- 1 HOUR PRGM	NM	:30	10:30 AM-11:30 AM	-----S	110 55.00	1									1	55.00	3.00	
(Program: FACE THE NATION- 1 HOUR PRGM)																			
6	WDBJ7 AT NOON	NM	:30	12:00 PM-12:30 PM	M-----	115 115.00	1									1	115.00	7.40	
(Program: WDBJ7 AT NOON)																			

