

ORDER

WGHP-TV

Orders

Order / Rev: 323999
Alt Order #: 08243485
Product Desc: COOPER GOV 4710
Estimate: 4710
Flight Dates: 09/27/16 - 10/03/16
Original Date / Rev: 09/20/16 / 09/20/16
Order Type: GENERAL

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency

Name: Greer Margolis & Mitchell, Inc
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser

Name: Cooper, R/D/Gov NC
Demographic: A35+
Product Codes: PL2.e.i
Priority: 07
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/03/16	76	\$24,675.00	\$20,973.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	76	\$24,675.00	\$20,973.75	0.00
Totals	76	\$24,675.00	\$20,973.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGHP-TV	24%	\$24,675.00
Market	100%	\$102,812.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$1,028.12
WFMY	24%	\$24,675.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$2,056.25
WUNL	0%	\$0.00
WXII	43%	\$44,209.38
WXLV	6%	\$6,168.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	8	09/27/16	09/30/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	-TWTF--	:30	2	\$60.0004		0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			2		\$60.00	0.00					
24	8	09/27/16	10/03/16	M-F 10p-11p TU-F 10p-11p	CM	10:00 PM-11:00 PM	PI-TWTF--	:30	5	\$400.0004		0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			5		\$400.00	0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	8	10/03/16	10/03/16	M-F 10p-11p MON 10p-11p	CM	10:00 PM-11:00 PM	2-----	:30	2	\$400.00	4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	2-----					2	\$400.00		0.00			
26	8	09/27/16	10/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	1-TWT---	:30	3	\$95.00	4	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	-TWT---					3	\$95.00		0.00			
27	8	09/27/16	10/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	1M-----	:30	1	\$95.00	4	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	M-----					1	\$95.00		0.00			
28	8	09/27/16	10/03/16	M-F 12p-1p TU-F 12p-1p	CM	12:00 PM-1:00 PM	-TWTF--	:30	4	\$85.00	4	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	-TWTF--					4	\$85.00		0.00			
29	8	09/27/16	10/03/16	M-F 12p-1p MON 12p-1p	CM	12:00 PM-1:00 PM	1M-----	:30	1	\$85.00	4	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	M-----					1	\$85.00		0.00			
30	8	09/27/16	10/03/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	-TWTF--	:30	4	\$80.00	4	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	-TWTF--					4	\$80.00		0.00			
31	8	09/27/16	10/03/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	1M-----	:30	1	\$80.00	4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	M-----					1	\$80.00		0.00			
32	8	09/27/16	10/03/16	M-F 4p-5p TU-F 4p-5p	CM	4:00 PM-5:00 PM	-TWTF--	:30	4	\$95.00	4	0.00	NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	-TWTF--					4	\$95.00		0.00			
33	8	09/27/16	10/03/16	M-F 4p-5p MON 4p-5p	CM	4:00 PM-5:00 PM	1M-----	:30	1	\$95.00	4	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	M-----					1	\$95.00		0.00			
34	8	09/27/16	10/03/16	M-F 5a-6a TU-F 5a-6a	CM	5:00 AM-6:00 AM	-TWTF--	:30	5	\$100.00	4	0.00	NM	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:		09/27/16	10/03/16	-TWTF--					5	\$100.00		0.00			
35	8	09/27/16	10/03/16	M-F 5p-6p TU-F 5p-6p	CM	5:00 PM-6:00 PM	-TWTF--	:30	4	\$250.00	4	0.00	NM	4	\$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:		09/27/16	10/03/16	-TWTF--					4	\$250.00		0.00			
36	8	09/27/16	10/03/16	M-F 5p-6p MON 5p-6p	CM	5:00 PM-6:00 PM	1M-----	:30	1	\$250.00	4	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:		09/27/16	10/03/16	M-----					1	\$250.00		0.00			
37	8	09/27/16	10/03/16	M-F 6a-7a TU-F 6a-7a	CM	6:00 AM-7:00 AM	-TWTF--	:30	4	\$300.00	4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/16	10/03/16	-TWTF--					4	\$300.00		0.00			
38	8	09/27/16	10/03/16	M-F 6a-7a MON 6a-7a	CM	6:00 AM-7:00 AM	1M-----	:30	1	\$300.00	4	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:		09/27/16	10/03/16	M-----					1	\$300.00		0.00			
39	8	09/27/16	10/03/16	M-F 6p-7p TU-F 6p-7p	CM	6:00 PM-7:00 PM	-TWTF--	:30	5	\$275.00	4	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
39	8	09/27/16	10/03/16	M-F 6p-7p TU-F 6p-7p	CM	6:00 PM-7:00 PM	-TWTF--	:30	5	\$275.0004		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			5		\$275.00	0.00					
40	8	09/27/16	10/03/16	M-F 7a-8a TU-F 7a-8a	CM	7:00 AM-8:00 AM	-TWTF--	:30	4	\$300.0004		0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			4		\$300.00	0.00					
41	8	09/27/16	10/03/16	M-F 7a-8a MON 7a-8a	CM	7:00 AM-8:00 AM	M-----	:30	1	\$300.0004		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:		09/27/16	10/03/16	M-----			1		\$300.00	0.00					
42	8	09/27/16	10/03/16	M-F 7p-8p CELEB NAME GAME	CM	7:00 PM-8:00 PM	-TWTF--	:30	4	\$125.0004		0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			4		\$125.00	0.00					
43	8	09/27/16	10/03/16	M-F 8a-9a TU-F 8a-9a	CM	8:00 AM-9:00 AM	-TWTF--	:30	4	\$150.0004		0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			4		\$150.00	0.00					
44	8	09/27/16	10/03/16	M-F 8a-9a MON 8a-9a	CM	8:00 AM-9:00 AM	M-----	:30	1	\$150.0004		0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	M-----			1		\$150.00	0.00					
45	8	09/30/16	09/30/16	Friday Prime Hour 1 HELL'S KITCHEN	CM	8:00 PM-9:00 PM	----1--	:30	1	\$250.0004		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:		09/26/16	10/02/16	----1--			1		\$250.00	0.00					
46	8	10/02/16	10/02/16	NFL Reg Ssn Local Tm PANTHERS @ FALCONS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,000.0003		0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	-----1			1		\$6,000.00	0.00					
47	8	10/02/16	10/02/16	M-Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM	PI-----1	:30	1	\$350.0004		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:		09/26/16	10/02/16	-----1			1		\$350.00	0.00					
48	8	10/02/16	10/02/16	NFL Reg Ssn Late Gm COWBOYS @ 49ERS	CM	4:15 PM-7:15 PM (4:15 PM-7:15 PM)	-----1	:30	1	\$2,000.0004		0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	-----1			1		\$2,000.00	0.00					
49	8	09/28/16	09/28/16	Wednesday Prime Hour 2M EMPIRE	CM	9:00 PM-10:00 PM	--1----	:30	1	\$2,000.0004		0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--1----			1		\$2,000.00	0.00					
50	8	10/03/16	10/03/16	Monday Prime Hour 1 GOTHAM	CM	8p-9p	1-----	:30	1	\$550.0007		0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	1-----			1		\$550.00	0.00					
E 51	8	10/01/16	10/01/16	Late Run News Late Run News	CM	Various	-----2-	:30	2	\$200.0004		0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	-----2-			2		\$200.00	0.00					
52	8	09/27/16	10/03/16	M-F 9a-10a TU-F 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	4	\$100.0004		0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	-TWTF--			4		\$100.00	0.00					
53	8	09/27/16	10/03/16	M-F 9a-10a MON 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$100.0004		0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/27/16	10/03/16	M-----			1		\$100.00	0.00					

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53	8	09/27/16	10/03/16	M-F 9a-10a MON 9a-10a	CM	9:00 AM-10:00 AM	-----	:30	1	\$100.00	4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/16	10/03/16	M-----			1		\$100.00		0.00				
54	8	09/29/16	09/29/16	Thursday Prime ROSEWOOD	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$650.00	4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/26/16	10/02/16	---1---			1		\$650.00		0.00				
													Totals	76	\$24,675.00