

**ORDER**

Rev.



WGHP-TV

**Orders**Order / Rev: **323874**

Alt Order #: 08243482

Product Desc: COOPER GOV 4708

Estimate: 4708

Flight Dates: 09/13/16 - 09/19/16

Original Date / Rev: 09/01/16 / 09/01/16

Order Type: GENERAL

Primary AE: Jamie Andrus

Sales Office: NWDC

Sales Region: National

**Agency**

Name: Greer Margolis &amp; 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
08/29/16	09/19/16	85	\$19,760.00	\$16,796.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	85	\$19,760.00	\$16,796.00	0.00
<b>Totals</b>	<b>85</b>	<b>\$19,760.00</b>	<b>\$16,796.00</b>	<b>0.00</b>

**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%	\$19,760.00
Market	100%	\$82,333.33

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$823.33
WFMY	24%	\$19,760.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$1,646.67
WUNL	0%	\$0.00
WXII	43%	\$35,403.33
WXLV	6%	\$4,940.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/13/16	09/16/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	-TWTF--	:30	2	\$60.00	4	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:		09/12/16	09/18/16	-TWTF--			2		\$60.00		0.00				
2	8	09/13/16	09/16/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	-TWTF--	:30	2	\$55.00	4	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/12/16	09/18/16	-TWTF--			2		\$55.00		0.00				

Order / Rev: 323874  
Alt Order #: 08243482  
Flight Dates: 09/13/16 - 09/19/16

Advertiser: Cooper, R/D/Gov NC  
Product Desc: COOPER GOV 4708  
Estimate: 4708  
WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	09/13/16	09/16/16	M-F 10p-11p TU-F,M 10p-11p	CM	10:00 PM-11:00 PM	-TWTF--	:30	4	\$375.00	04	0.00	NM	4	\$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:		09/12/16	09/18/16	-TWTF--			4		\$375.00			0.00			
4	8	09/13/16	09/15/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	XI-TWT---	:30	2	\$45.00	03	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWT---			2		\$45.00			0.00			
5	8	09/13/16	09/15/16	M-F 12a-1230a SEINFELD	CM	12:00 AM-12:30 AM	AI-TWT---	:30	2	\$15.00	04	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWT---			2		\$15.00			0.00			
N 6	8	09/13/16	09/16/16	M-F 12p-1p 12p-1p	CM	12:00 PM-1:00 PM	-TWTF--	:30	5	\$65.00	04	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			5		\$65.00			0.00			
7	8	09/13/16	09/16/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	-TWTF--	:30	4	\$65.00	04	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$65.00			0.00			
8	8	09/13/16	09/16/16	M-F 4p-5p TU-F,M 4p-5p	CM	4:00 PM-5:00 PM	-TWTF--	:30	5	\$90.00	04	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			5		\$90.00			0.00			
9	8	09/13/16	09/16/16	M-F 5a-6a TU-F,M 5a-6a	CM	5:00 AM-6:00 AM	-TWTF--	:30	4	\$90.00	04	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$90.00			0.00			
10	8	09/13/16	09/16/16	M-F 5p-6p 5p-6p	CM	5:00 PM-6:00 PM	-TWTF--	:30	4	\$225.00	04	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$225.00			0.00			
11	8	09/13/16	09/16/16	M-F 6a-7a 6a-7a	CM	6:00 AM-7:00 AM	-TWTF--	:30	4	\$225.00	04	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$225.00			0.00			
12	8	09/13/16	09/16/16	M-F 6p-7p 6p-7p	CM	6p-7p	-TWTF--	:30	5	\$325.00	04	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			5		\$325.00			0.00			
13	8	09/13/16	09/16/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	-TWTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			3		\$125.00			0.00			
14	8	09/13/16	09/16/16	M-F 7a-8a 7a-8a	CM	7:00 AM-8:00 AM	-TWTF--	:30	4	\$225.00	04	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$225.00			0.00			
15	8	09/13/16	09/16/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	-TWTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			3		\$125.00			0.00			
16	8	09/13/16	09/16/16	M-F 8a-9a 8a-9a	CM	8:00 AM-9:00 AM	-TWTF--	:30	4	\$140.00	04	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$140.00			0.00			
17	8	09/13/16	09/16/16	M-F 9a-10a 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	4	\$90.00	04	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--			4		\$90.00			0.00			

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Advertiser: Cooper,R/D/Gov NC  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	8	09/13/16	09/16/16	M-F 9a-10a 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	4	\$90.0004		0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	-TWTF--			4		\$90.00	0.00					
N18	8	09/16/16	09/16/16	Friday Prime Hour 1 Masterchef	CM	8:00 PM-9:00 PM	----1--	:30	1	\$200.0007		0.00	NM	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:		09/12/16	09/18/16	----1--			1		\$200.00	0.00					
N19	8	09/18/16	09/18/16	Sunday Prime Hour 3 Family Guy/Last Man 9-10p	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	-----1	:30	1	\$400.0007		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	-----1			1		\$400.00	0.00					
20	8	09/18/16	09/18/16	NFL Reg Ssn Local Tm 49ERS @ PANTHERS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,250.0003		0.00	NM	1	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	-----1			1		\$6,250.00	0.00					
N21	8	09/18/16	09/18/16	M-Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM (10:00 PM-11:00 PM)	-----1	: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:		09/12/16	09/18/16	-----1			1		\$300.00	0.00					
22	8	09/15/16	09/15/16	Thursday Prime BONES	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$400.0007		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	---1---			1		\$400.00	0.00					
23	8	09/14/16	09/14/16	Wednesday Prime Hour MASTERCHEF	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$400.0007		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	--1----			1		\$400.00	0.00					
24	8	09/19/16	09/19/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	M-----	:30	1	\$60.0004		0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$60.00	0.00					
25	8	09/19/16	09/19/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	M-----	:30	1	\$55.0004		0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$55.00	0.00					
26	8	09/19/16	09/19/16	M-F 10p-11p TU-F,M 10p-11p	CM	10:00 PM-11:00 PM	M-----	:30	1	\$375.0004		0.00	NM	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:		09/19/16	09/25/16	M-----			1		\$375.00	0.00					
27	8	09/19/16	09/19/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	M-----	:30	1	\$45.0003		0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$45.00	0.00					
28	8	09/19/16	09/19/16	M-F 12a-1230a SEINFELD	CM	12:00 AM-12:30 AM	M-----	:30	1	\$15.0004		0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$15.00	0.00					
29	8	09/19/16	09/19/16	M-F 12p-1p 12p-1p	CM	12:00 PM-1:00 PM	M-----	:30	2	\$65.0004		0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/13/16	09/19/16	M-----			2		\$65.00	0.00					
30	8	09/19/16	09/19/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	M-----	:30	1	\$65.0004		0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$65.00	0.00					
31	8	09/19/16	09/19/16	M-F 4p-5p TU-F,M 4p-5p	CM	4:00 PM-5:00 PM	M-----	:30	2	\$90.0004		0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----			1		\$90.00	0.00					

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31	8	09/19/16	09/19/16	M-F 4p-5p TU-F,M 4p-5p	CM	4:00 PM-5:00 PM	M-----	:30	2	\$90.0004		0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----		2			\$90.00	0.00					
32	8	09/19/16	09/19/16	M-F 5a-6a TU-F,M 5a-6a	CM	5:00 AM-6:00 AM	M-----	:30	1	\$90.0004		0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----		1			\$90.00	0.00					
33	8	09/19/16	09/19/16	M-F 5p-6p 5p-6p	CM	5:00 PM-6:00 PM	M-----	:30	1	\$225.0004		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:		09/19/16	09/25/16	M-----		1			\$225.00	0.00					
34	8	09/19/16	09/19/16	M-F 6a-7a 6a-7a	CM	6:00 AM-7:00 AM	M-----	:30	1	\$225.0004		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:		09/19/16	09/25/16	M-----		1			\$225.00	0.00					
35	8	09/19/16	09/19/16	M-F 6p-7p 6p-7p	CM	6p-7p	M-----	:30	2	\$325.0004		0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----		2			\$325.00	0.00					
36	8	09/19/16	09/19/16	M-F 7a-8a 7a-8a	CM	7:00 AM-8:00 AM	M-----	:30	1	\$225.0004		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:		09/19/16	09/25/16	M-----		1			\$225.00	0.00					
37	8	09/19/16	09/19/16	M-F 8a-9a 8a-9a	CM	8:00 AM-9:00 AM	M-----	:30	1	\$140.0004		0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----		1			\$140.00	0.00					
38	8	09/19/16	09/19/16	M-F 9a-10a 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$90.0004		0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/19/16	09/25/16	M-----		1			\$90.00	0.00					
Totals														85	\$19,760.00