

ORDER

revision

Orders

Order / Rev: 323878
Alt Order #: 08243480
Product Desc: COOPER GOV 4707
Estimate: 4707
Flight Dates: 09/06/16 - 09/12/16
Original Date / Rev: 09/01/16 / 09/01/16
Order Type: GENERAL

WGHP-TV

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
08/29/16	09/12/16	82	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	82	\$17,500.00	\$14,875.00	0.00
Totals	82	\$17,500.00	\$14,875.00	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%	\$17,500.00
Market	100%	\$72,916.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$729.17
WFMY	24%	\$17,500.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$1,458.33
WUNL	0%	\$0.00
WXII	43%	\$31,354.17
WXLV	6%	\$4,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/08/16	09/09/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	---TF--	:30	2	\$60.00	04	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:		09/05/16	09/11/16	---TF--	2		\$60.00		0.00						
2	8	09/08/16	09/09/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	---TF--	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/05/16	09/11/16	---TF--	2		\$75.00		0.00						

Order / Rev: 323878
 Alt Order #: 08243480
 Flight Dates: 09/06/16 - 09/12/16

Advertiser: Cooper,R/D/Gov NC
 Product Desc: COOPER GOV 4707
 Estimate: 4707
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	09/06/16	09/09/16	M-F 10p-11p TU-F,M 10p-11p	CM	10:00 PM-11:00 PM	-TWTF--	:30	3	\$375.00	04	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/05/16	09/11/16	-TWTF--			3		\$375.00			0.00			
4	8	09/06/16	09/08/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	-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:		09/05/16	09/11/16	-TWT---			2		\$45.00			0.00			
5	8	09/06/16	09/08/16	M-F 12a-1230a SEINFELD	CM	12:00 AM-12:30 AM	-TWT---	:30	2	\$20.00	03	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/05/16	09/11/16	-TWT---			2		\$20.00			0.00			
6	8	09/06/16	09/09/16	M-F 12p-1p TU-F,M 12p-1p	CM	12:00 PM-1:00 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:		09/05/16	09/11/16	-TWTF--			4		\$65.00			0.00			
7	8	09/06/16	09/09/16	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:		09/05/16	09/11/16	-TWTF--			4		\$65.00			0.00			
8	8	09/06/16	09/09/16	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:		09/05/16	09/11/16	-TWTF--			5		\$90.00			0.00			
9	8	09/06/16	09/09/16	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:		09/05/16	09/11/16	-TWTF--			4		\$90.00			0.00			
10	8	09/06/16	09/09/16	M-F 530p-6p M-F 530p-6p	CM	530p-6p	-TWTF--	:30	4	\$275.00	04	0.00	NM	4	\$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:		09/05/16	09/11/16	-TWTF--			4		\$275.00			0.00			
11	8	09/06/16	09/09/16	M-F 6a-7a TU-F,M 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:		09/05/16	09/11/16	-TWTF--			4		\$225.00			0.00			
12	8	09/06/16	09/09/16	M-F 6p-7p TU-F,M 6p-7p	CM	6:00 PM-7:00 PM	-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:		09/05/16	09/11/16	-TWTF--			5		\$325.00			0.00			
13	8	09/06/16	09/09/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	-TWTF--	:30	3	\$175.00	03	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/05/16	09/11/16	-TWTF--			3		\$175.00			0.00			
14	8	09/06/16	09/09/16	M-F 7a-8a TU-F,M 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:		09/05/16	09/11/16	-TWTF--			4		\$225.00			0.00			
15	8	09/06/16	09/09/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	-TWTF--	:30	3	\$175.00	03	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/05/16	09/11/16	-TWTF--			3		\$175.00			0.00			
16	8	09/06/16	09/09/16	M-F 8a-9a TU-F,M 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:		09/05/16	09/11/16	-TWTF--			4		\$140.00			0.00			
17	8	09/06/16	09/09/16	M-F 9a-10a TU-F,M 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	2	\$90.00	04	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:		09/05/16	09/11/16	-TWTF--			2		\$90.00			0.00			

Order / Rev: 323878
 Alt Order #: 08243480
 Flight Dates: 09/06/16 - 09/12/16

Advertiser: Cooper,R/D/Gov NC
 Product Desc: COOPER GOV 4707
 Estimate: 4707
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	8	09/06/16	09/09/16	M-F 9a-10a TU-F,M 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	2	\$90.00	04	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:		09/05/16	09/11/16	-TWTF--			2		\$90.00	0.00					
N 18	8	09/09/16	09/09/16	Friday Prime Hour 1 ROSEWOOD	CM	8:00 PM-9:00 PM	----1--	:30	1	\$250.00	07	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	----1--			1		\$250.00	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	8	09/05/16-09/11/16		Friday Prime Hour 1		8:00 PM-9:00 PM	-----F----	:30		(\$250.00)	0.00	NM			
Credited															
19	8	09/12/16	09/12/16	Monday Prime Hour 1 SYTYCD	CM	8:00 PM-10:00 PM	2-----	:30	2	\$400.00	07	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:		09/12/16	09/18/16	2-----			2		\$400.00	0.00					
20	8	09/11/16	09/11/16	NFL Reg Ssn Early Gm BUCS @ FALCONS	CM	1:00 PM-4:15 PM	-----1	:30	1	\$1,750.00	04	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----1			1		\$1,750.00	0.00					
21	8	09/11/16	09/11/16	M-Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM	-----1	:30	1	\$300.00	04	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:		09/05/16	09/11/16	-----1			1		\$300.00	0.00					
22	8	09/11/16	09/11/16	NFL Reg Ssn Late Gm GIANTS @ COWBOYS	CM	4:15 PM-7:15 PM	-----1	:30	1	\$1,750.00	04	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----1			1		\$1,750.00	0.00					
23	8	09/08/16	09/08/16	Thursday Prime BONES	CM	8:00 PM-9:00 PM	---1---	:30	1	\$300.00	07	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:		09/05/16	09/11/16	---1---			1		\$300.00	0.00					
24	8	09/07/16	09/07/16	Wednesday Prime Hour MASTERCHEF	CM	8:00 PM-9:00 PM	--1----	:30	1	\$600.00	04	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	--1----			1		\$600.00	0.00					
25	8	09/12/16	09/12/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	M-----	:30	1	\$60.00	04	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:		09/12/16	09/18/16	M-----			1		\$60.00	0.00					
26	8	09/12/16	09/12/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	M-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<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	M-----			1		\$75.00	0.00					
27	8	09/12/16	09/12/16	M-F 10p-11p TU-F,M 10p-11p	CM	10:00 PM-11:00 PM	M-----	:30	1	\$375.00	04	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:		09/12/16	09/18/16	M-----			1		\$375.00	0.00					
28	8	09/12/16	09/12/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	XM-----	:30	1	\$45.00	03	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:		09/12/16	09/18/16	M-----			1		\$45.00	0.00					
29	8	09/12/16	09/12/16	M-F 12a-1230a SEINFELD	CM	12:00 AM-12:30 AM	M-----	:30	1	\$20.00	03	0.00	NM	1	\$20.00
		<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	M-----			1		\$20.00	0.00					
30	8	09/12/16	09/12/16	M-F 12p-1p TU-F,M 12p-1p	CM	12:00 PM-1:00 PM	M-----	:30	1	\$65.00	04	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:		09/12/16	09/18/16	M-----			1		\$65.00	0.00					

Order / Rev: 323878
Alt Order #: 08243480
Flight Dates: 09/06/16 - 09/12/16

Advertiser: Cooper, R/D/Gov NC
Product Desc: COOPER GOV 4707
Estimate: 4707

WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
31	8	09/12/16	09/12/16	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:		09/12/16	09/18/16	M-----		1			\$65.00	0.00					
32	8	09/12/16	09/12/16	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:		09/12/16	09/18/16	M-----		2			\$90.00	0.00					
33	8	09/12/16	09/12/16	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:		09/12/16	09/18/16	M-----		1			\$90.00	0.00					
34	8	09/12/16	09/12/16	M-F 530p-6p M-F 530p-6p	CM	530p-6p	M-----	:30	1	\$275.0004		0.00	NM	1	\$275.00
		<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	M-----		1			\$275.00	0.00					
35	8	09/12/16	09/12/16	M-F 6a-7a TU-F,M 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:		09/12/16	09/18/16	M-----		1			\$225.00	0.00					
36	8	09/12/16	09/12/16	M-F 6p-7p TU-F,M 6p-7p	CM	6:00 PM-7:00 PM	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:		09/12/16	09/18/16	M-----		2			\$325.00	0.00					
37	8	09/12/16	09/12/16	M-F 7a-8a TU-F,M 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:		09/12/16	09/18/16	M-----		1			\$225.00	0.00					
38	8	09/12/16	09/12/16	M-F 8a-9a TU-F,M 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:		09/12/16	09/18/16	M-----		1			\$140.00	0.00					
39	8	09/12/16	09/12/16	M-F 9a-10a TU-F,M 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:		09/12/16	09/18/16	M-----		1			\$90.00	0.00					
N 40	8	09/10/16	09/10/16	College Football Gm College Football Gm	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	: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:		09/05/16	09/11/16	-----S-		1			\$250.00	0.00					
Totals														82	\$17,500.00