

ORDER



WSMV

Orders
Order / Rev: 963675
Alt Order #:
Product Desc: July 22- Aug 1 2019
Estimate:
Flight Dates: 07/22/19 - 08/01/19
Original Date / Rev: 07/19/19 / 07/19/19
Order Type: GENERAL

Primary AE: POLITICAL POLITICAL
Sales Office: WSMV
Sales Region: Local

Agency Name: Slick Media Productions LLC
Buying Contact: Jeff Eslick
Billing Contact:
 4517 Woodside Rd
 Old Hickory, TN 37138

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

Advertiser Name: Carol Swain for Mayor
Demographic: A25-54
Product Codes: Political-Cand-Governor
Revenue Code 1: POL
Revenue Code 2: PLC
Revenue Code 3: POL LPL
Priority: IMP

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/19	07/28/19	10	\$3,450.00	\$2,932.50
07/29/19	08/01/19	7	\$2,360.00	\$2,006.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	10	\$3,450.00	\$2,932.50	0.00
August 2019	7	\$2,360.00	\$2,006.00	0.00
Totals	17	\$5,810.00	\$4,938.50	0.00

Account Executives

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

Order Share

	Share	Total
WSMV	25%	\$5,810.00
Market	100%	\$23,240.00

Competitive Share

	Share	Total
AEN	0%	\$0.00
APL	0%	\$0.00
BET	0%	\$0.00
CMD	0%	\$0.00
CMT	0%	\$0.00
CNB	0%	\$0.00
CNN	0%	\$0.00
DISC	0%	\$0.00
ESPN	0%	\$0.00
FAM	0%	\$0.00
FOOD	0%	\$0.00
FX	0%	\$0.00
FXNC	0%	\$0.00
LIF	0%	\$0.00
LNC5	0%	\$0.00
MNBC	0%	\$0.00
MTV	0%	\$0.00

NICK	0%	\$0.00
SPK	0%	\$0.00
TLC	0%	\$0.00
TNT	0%	\$0.00
TWC	0%	\$0.00
USA	0%	\$0.00
VH1	0%	\$0.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	25%	\$5,810.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	50%	\$11,620.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

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 Alt Order #:
 Flight Dates: 07/22/19 - 08/01/19

Advertiser: Carol Swain for Mayor
 Product Desc: July 22- Aug 1 2019 WSMV
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSMV	07/22/19	08/01/19	M-F News 4 Today @ 6 Ch. 4 News Today 6-7am	CM	558am-658am	11111--	:30	5	\$290.00	PMT	0.00	NM	9	\$2,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	11111--		5				\$290.00		0.00			
		Week: 07/29/19	08/04/19	1111---		4				\$290.00		0.00			
N 2	WSMV	07/22/19	07/31/19	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	11111--	:30	5	\$400.00	PMT	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	11111--		5				\$400.00		0.00			
		Week: 07/29/19	08/04/19	111----		3				\$400.00		0.00			
													Totals	17	\$5,810.00

#763675

WSMV (NBC) 4 - NASHVILLE
CAROL SWAIN FOR MAYOR
7/22/19-8/1/19

PROGRAM	DAYPART	WEEK OF	COST/SPOT	SPOT	M	TU	W	TH	F	SPOTS	TOTAL COST
CH 4 NEWS @ 6AM	6A-7A	7/22	\$290	:15	1	1	1	1	1	5	\$1,450.00
CH 4 NEWS @ 6AM	6A-7A	7/29	\$290	:15	1	1	1	1	0	4	\$1,160.00
CH 4 NEWS @ 6PM	6P-6:30P	7/22	\$400	:15	1	1	1	1	1	5	\$2,000.00
CH 4 NEWS @ 6PM	6P-6:30P	7/29	\$400	:15	1	1	1	0	0	3	\$1,200.00
GROSS					4	1	4	1	2	17	\$5,810.00
											\$4,938.50
											NET

CAROL SWAIN FOR MAYOR
SLICK MEDIA PRODUCTIONS LLC
4517 WOODSIDE RD
OLD HICKORY TN 37138