

ORDER



Orders
Order / Rev: 447633
Alt Order #:
Product Desc: 7/25-8/2
Estimate: 3862
Flight Dates: 07/25/18 - 08/02/18
Original Date / Rev: 07/24/18 / 07/27/18
Order Type: GENERAL

WTVF

Primary AE: Tracey Hunter
Sales Office: WTVFN
Sales Region: NAT

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd. Ste. 505
 Fairfax, VA 22030

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

Advertiser Name: Fitzhugh/Democrat/Governor
Demographic: A25-54
Product Codes: PL State Candidate
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business Thru:
Advertiser External ID: 212023
Agency External ID: 119919
Unit Code: General
Order Separation: 00:20:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 06/25/18 | 07/29/18 | 18 | \$11,250.00 | \$9,562.50 |
| 07/30/18 | 08/02/18 | 23 | \$15,500.00 | \$13,175.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2018 | 18 | \$11,250.00 | \$9,562.50 | 0.00 |
| August 2018 | 23 | \$15,500.00 | \$13,175.00 | 0.00 |
| Totals | 41 | \$26,750.00 | \$22,737.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Tracey Hunter | | | 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 |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 1 | WTVF | 07/25/18 | 08/01/18 | M-F 6-7am M-F 6-7am | CM | 6-7am | 1-1---- | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 3 | \$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: | | 07/23/18 | 07/29/18 | --1---- | | | | | 1 | \$800.00 | | 0.00 | | | |
| Week: | | 07/30/18 | 08/05/18 | 1-1---- | | | | | 2 | \$800.00 | | 0.00 | | | |
| N 2 | WTVF | 07/26/18 | 08/02/18 | M-F 7-8am M-F 7-8am | CM | 7-8am | ---1--- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 2 | \$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: | | 07/23/18 | 07/29/18 | ---1--- | | | | | 1 | \$700.00 | | 0.00 | | | |
| Week: | | 07/30/18 | 08/05/18 | ---1--- | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 3 | WTVF | 07/25/18 | 07/31/18 | M-F 8-9am M-F 8-9am | CM | 8-9am | -11-1-- | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$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: | | 07/23/18 | 07/29/18 | --1-1-- | | | | | 2 | \$400.00 | | 0.00 | | | |
| Week: | | 07/30/18 | 08/05/18 | -1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 4 | WTVF | 07/29/18 | 07/29/18 | SU 8-930am CBS SU Morn. SU 8-930am CBS SU Morn. | CM | 758-930am | -----S | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/23/18 | 07/29/18 | -----S | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 5 | WTVF | 07/26/18 | 07/26/18 | M-F 9-10am M-F 9-10am | CM | 9-10am | ---T--- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |

Order / Rev: 447633
 Alt Order #:
 Flight Dates: 07/25/18 - 08/02/18

Advertiser: Fitzhugh/Democrat/Governor
 Product Desc: 7/25-8/2
 Estimate: 3862

WTVF

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|---------------|-----|------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | ---T--- | | 1 | | | \$300.00 | 0.00 | | | | | |
| N 6 | WTVF | 07/25/18 | 08/01/18 | M-F 10-11am M-F 10-11am | CM | 10-11am | 1-1---- | :30 | 2 | \$450.00 | P-3 | 0.00 | NM | 3 | \$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: 07/23/18 | | 07/23/18 | 07/29/18 | --1---- | | 1 | | | \$450.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | 1-1---- | | 2 | | | \$450.00 | 0.00 | | | | | |
| N 7 | WTVF | 07/31/18 | 07/31/18 | M-F 11-1130am M-F 11-1130am | CM | 1058-1130am | -T----- | :30 | 1 | \$350.00 | P-3 | 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: 07/30/18 | | 07/30/18 | 08/05/18 | -T----- | | 1 | | | \$350.00 | 0.00 | | | | | |
| N 8 | WTVF | 07/27/18 | 07/27/18 | M-F 1230-1pm M-F 1230-1pm | CM | 1230-1pm | ----F-- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | ----F-- | | 1 | | | \$800.00 | 0.00 | | | | | |
| N 9 | WTVF | 07/25/18 | 07/25/18 | M-F 3-4pm M-F 3-4pm | CM | 3-4pm | --W---- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | --W---- | | 1 | | | \$450.00 | 0.00 | | | | | |
| N 10 | WTVF | 07/26/18 | 07/30/18 | M-F 430-5pm M-F 430-5pm | CM | 428-5pm | 1--1--- | :30 | 2 | \$550.00 | P-3 | 0.00 | NM | 2 | \$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: 07/23/18 | | 07/23/18 | 07/29/18 | ---1--- | | 1 | | | \$550.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | 1----- | | 1 | | | \$550.00 | 0.00 | | | | | |
| N 11 | WTVF | 08/01/18 | 08/01/18 | M-F 4-430pm M-F 4-430pm | CM | 4-430pm | --W---- | :30 | 1 | \$550.00 | P-3 | 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: 07/30/18 | | 07/30/18 | 08/05/18 | --W---- | | 1 | | | \$550.00 | 0.00 | | | | | |
| N 12 | WTVF | 07/27/18 | 07/31/18 | M-F 5-530pm M-F 5-530pm | CM | 5-530pm | -1--1-- | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$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: 07/23/18 | | 07/23/18 | 07/29/18 | ----1-- | | 1 | | | \$800.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | -1----- | | 1 | | | \$800.00 | 0.00 | | | | | |
| N 13 | WTVF | 07/25/18 | 08/01/18 | M-F 6-630pm M-F 6-630pm | CM | 6-630pm | 1-1---- | :30 | 2 | \$1,000.00 | P-3 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | --1---- | | 1 | | | \$1,000.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | 1-1---- | | 2 | | | \$1,000.00 | 0.00 | | | | | |
| N 14 | WTVF | 07/26/18 | 07/31/18 | M-F 630-7pm M-F 630-7pm | CM | 630-7pm | -1-1--- | :30 | 2 | \$950.00 | P-3 | 0.00 | NM | 2 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | ---1--- | | 1 | | | \$950.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | -1----- | | 1 | | | \$950.00 | 0.00 | | | | | |
| N 15 | WTVF | 07/27/18 | 07/27/18 | Friday Prime C Friday Prime 9-10pm | CM | 9-10pm | ----F-- | :30 | 1 | \$1,200.00 | P-6 | 0.00 | NM | 1 | \$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: 07/23/18 | | 07/23/18 | 07/29/18 | ----F-- | | 1 | | | \$1,200.00 | 0.00 | | | | | |
| N 16 | WTVF | 07/26/18 | 08/01/18 | M-SU 10-1035pm News M-SU 10-1035pm News | CM | 10-1035pm | 1-11--- | :30 | 3 | \$1,000.00 | P-3 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | ---1--- | | 1 | | | \$1,000.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | 1-1---- | | 2 | | | \$1,000.00 | 0.00 | | | | | |
| N 17 | WTVF | 07/25/18 | 07/31/18 | M-F 1035-1135pm M-F 1035-1135pm | CM | 1035-1135pm | -11---- | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | --1---- | | 1 | | | \$250.00 | 0.00 | | | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | -1----- | | 1 | | | \$250.00 | 0.00 | | | | | |
| N 18 | WTVF | 07/27/18 | 08/01/18 | M-F 1135pm-1238am M-F 1135pm-1238am | CM | 1135pm-1238am | --1-1-- | :30 | 2 | \$150.00 | P-3 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |

Order / Rev: 447633
 Alt Order #:
 Flight Dates: 07/25/18 - 08/02/18

Advertiser: Fitzhugh/Democrat/Governor
 Product Desc: 7/25-8/2
 Estimate: 3862

WTVF

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/23/18 | | 07/23/18 | 07/29/18 | ----1-- | | 1 | | | | \$150.00 | | 0.00 | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | --1---- | | 1 | | | | \$150.00 | | 0.00 | | | |
| N19 | WTVF | 07/29/18 | 07/29/18 | SU 1050-1150pm SU 1050-1150pm | CM | 1050-1150pm | -----S | :30 | 1 | \$150.00 | P-3 | 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: 07/23/18 | | 07/23/18 | 07/29/18 | -----S | | 1 | | | | \$150.00 | | 0.00 | | | |
| N20 | WTVF | 08/02/18 | 08/02/18 | M-F 6-7am M-F 6-7am | CM | 6-7am | ---1--- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | ---1--- | | 1 | | | | \$800.00 | | 0.00 | | | |
| N21 | WTVF | 08/01/18 | 08/01/18 | M-F 7-8am M-F 7-8am | CM | 7-8am | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | --1---- | | 1 | | | | \$700.00 | | 0.00 | | | |
| N22 | WTVF | 07/31/18 | 07/31/18 | M-F 10-11am M-F 10-11am | CM | 10-11am | -1----- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | -1----- | | 1 | | | | \$450.00 | | 0.00 | | | |
| N23 | WTVF | 08/01/18 | 08/01/18 | M-F 430-5pm M-F 430-5pm | CM | 428-5pm | --1---- | :30 | 1 | \$550.00 | P-3 | 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: 07/30/18 | | 07/30/18 | 08/05/18 | --1---- | | 1 | | | | \$550.00 | | 0.00 | | | |
| N24 | WTVF | 07/30/18 | 07/30/18 | M-F 5-530pm M-F 5-530pm | CM | 5-530pm | 1----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/18 | | 07/30/18 | 08/05/18 | 1----- | | 1 | | | | \$800.00 | | 0.00 | | | |
| N25 | WTVF | 07/31/18 | 07/31/18 | M-SU 10-1035pm News M-SU 10-1035pm News | CM | 10-1035pm | -1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$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: 07/30/18 | | 07/30/18 | 08/05/18 | -1----- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 41 | \$26,750.00 |