

ORDER

WSMV

Orders
Order / Rev: 665481
Alt Order #: 07672953
Product Desc: BONE FOR MAYOR 7/7
Estimate: 707713
Flight Dates: 07/07/15 - 07/13/15
Original Date / Rev: 07/08/15 / 07/08/15
Order Type: GENERAL

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: National

Agency
Name: Smart Media Group LLC
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

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

Advertiser
Name: Charles Robert Bone For Mayor
Demographic: A35+
Product Codes: Political-Cand-Local
Priority: SPP
Revenue Codes: POL, PLC, FLT

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/15	07/13/15	38	\$24,630.00	\$20,935.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2015	38	\$24,630.00	\$20,935.50	0.00
Totals	38	\$24,630.00	\$20,935.50	0.00

Account Executives

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

Order Share	Share	Total
WSMV	32%	\$24,630.00
Market	100%	\$76,968.75

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	23%	\$17,702.81
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	36%	\$27,708.75
WUXP	0%	\$0.00
WZTV	9%	\$6,927.19

Print Date: 07/08/15 08:25:06 Page 2 of 6

Order / Rev: 665481
 Alt Order #: 07672953
 Flight Dates: 07/07/15 - 07/13/15

Advertiser: Charles Robert Bone For Mayor
 Product Desc: BONE FOR MAYOR 7/7
 Estimate: 707713
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
32	WSMV	07/10/15	07/10/15	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	----1--	1:00	1	\$30.00	SPP	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/06/15	07/12/15	----1--			1		\$30.00	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	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 4		M-F 4a-5a	-----F----	1:00		\$10.00		0.00	NM		
33	WSMV	07/10/15	07/10/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-5pm	----1--	1:00	1	\$450.00	SPP	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:		07/06/15	07/12/15	----1--			1		\$450.00	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	WSMV	07/06/15-07/12/15		M-F Channel 4 News @ 4p		4-5pm	(4:30 PM-5:00 P-----F----	1:00		\$900.00		0.00	NM		
34	WSMV	07/10/15	07/10/15	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	----1--	1:00	1	\$700.00	SPP	0.00	NM	1	\$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:		07/06/15	07/12/15	----1--			1		\$700.00	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	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 6		558am-658am	-----F----	1:00		\$1,250.00		0.00	NM		
35	WSMV	07/10/15	07/10/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	----1--	1:00	1	\$900.00	SPP	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:		07/06/15	07/12/15	----1--			1		\$900.00	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	WSMV	07/06/15-07/12/15		M-F 630-7pm		629-7pm	-----F----	1:00		\$700.00		0.00	NM		
36	WSMV	07/10/15	07/10/15	Today Show 1 Today Show 7-9am	CM	658-9AM	----1--	1:00	1	\$600.00	SPP	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:		07/06/15	07/12/15	----1--			1		\$600.00	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	WSMV	07/06/15-07/12/15		Today Show 1		658-9AM	-----F----	1:00		\$400.00		0.00	NM		
N37	WSMV	07/13/15	07/13/15	News & More at Midday CM News and More at Midday		12pm-1pm	M-----	1:00	1	\$350.00	SPP	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:		07/13/15	07/19/15	M-----			1		\$350.00	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	WSMV	07/13/15-07/19/15		News & More at Midday		12pm-1pm	M-----	1:00		\$200.00		0.00	NM		
N38	WSMV	07/13/15	07/13/15	M-F News 4 Today @ 4 CM M-F 4a-5a		M-F 4a-5a	1-----	1:00	1	\$30.00	SPP	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/13/15	07/19/15	1-----			1		\$30.00	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	WSMV	07/13/15-07/19/15		M-F News 4 Today @ 4		M-F 4a-5a	M-----	1:00		\$10.00		0.00	NM		
N39	WSMV	07/13/15	07/13/15		CM	4-5pm	1-----	1:00	1	\$450.00	SPP	0.00	NM	1	\$250.00

Order / Rev: 665481
 Alt Order #: 07672953
 Flight Dates: 07/07/15 - 07/13/15

Advertiser: Charles Robert Bone For Mayor
 Product Desc: BONE FOR MAYOR 7/7
 Estimate: 707713
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
57	WSMV	07/09/15	07/09/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	---T---	1:00	1	\$900.00	SPP	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:		07/06/15	07/12/15	---T---	1		\$900.00		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	WSMV	07/06/15-07/12/15		M-F 630-7pm	629-7pm		---Th-----	1:00	\$700.00		0.00	NM			
58	WSMV	07/07/15	07/07/15	M-F Late News M-F 10P NEWS	CM	10P-1035P	-T-----	1:00	1	\$1,400.00	SPP	0.00	NM	1	\$1,000.00
Week:		07/06/15	07/12/15	-T-----	1		\$1,400.00		0.00						
1	WSMV	07/06/15-07/12/15		M-F Late News	10P-1035P		-T-----	1:00	\$1,000.00		0.00	NM			
59	WSMV	07/07/15	07/07/15	News & More at Midday News and More at Midday	CM	12pm-1pm	-T-----	1:00	1	\$350.00	SPP	0.00	NM	1	\$500.00
Week:		07/06/15	07/12/15	-T-----	1		\$350.00		0.00						
1	WSMV	07/06/15-07/12/15		News & More at Midday	12pm-1pm		-T-----	1:00	\$500.00		0.00	NM			
60	WSMV	07/07/15	07/07/15	M-F News 4 Today @ 4 M-F 4a-5a	CM	M-F 4a-5a	-T-----	1:00	1	\$30.00	SPP	0.00	NM	1	\$10.00
Week:		07/06/15	07/12/15	-T-----	1		\$30.00		0.00						
1	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 4	M-F 4a-5a		-T-----	1:00	\$10.00		0.00	NM			
61	WSMV	07/07/15	07/07/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-5pm	-T-----	1:00	1	\$450.00	SPP	0.00	NM	1	\$800.00
Week:		07/06/15	07/12/15	-T-----	1		\$450.00		0.00						
1	WSMV	07/06/15-07/12/15		M-F Channel 4 News @ 4p	4-5pm		(4:00 PM-4:30 P--T-----	1:00	\$800.00		0.00	NM			
62	WSMV	07/07/15	07/07/15	M-F News 4 Today @ 6 Ch. 4 News Today 6-7am	CM	558am-658am	-T-----	1:00	1	\$700.00	SPP	0.00	NM	1	\$400.00
Week:		07/06/15	07/12/15	-T-----	1		\$700.00		0.00						
1	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 6	558am-658am		-T-----	1:00	\$400.00		0.00	NM			
63	WSMV	07/07/15	07/07/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	-T-----	1:00	1	\$900.00	SPP	0.00	NM	1	\$700.00
Week:		07/06/15	07/12/15	-T-----	1		\$900.00		0.00						
1	WSMV	07/06/15-07/12/15		M-F 630-7pm	629-7pm		-T-----	1:00	\$700.00		0.00	NM			
64	WSMV	07/07/15	07/07/15	Today Show 1 Today Show 7-9am	CM	658-9AM	-T-----	1:00	1	\$600.00	SPP	0.00	NM	1	\$400.00
Week:		07/06/15	07/12/15	-T-----	1		\$600.00		0.00						
1	WSMV	07/06/15-07/12/15		Today Show 1	658-9AM		-T-----	1:00	\$400.00		0.00	NM			
65	WSMV	07/08/15	07/08/15	Today Show 3 10-11am M-F Today Show 3	CM	10-11am	--W----	1:00	1	\$300.00	SPP	0.00	NM	1	\$400.00
Week:		07/06/15	07/12/15	--W----	1		\$300.00		0.00						
1	WSMV	07/06/15-07/12/15		Today Show 3 10-11am	10-11am		--W----	1:00	\$400.00		0.00	NM			
66	WSMV	07/08/15	07/08/15	M-F News 4 Today @ 4 M-F 4a-5a	CM	M-F 4a-5a	--W----	1:00	1	\$30.00	SPP	0.00	NM	1	\$10.00
Week:		07/06/15	07/12/15	--W----	1		\$30.00		0.00						

Advertiser:	Charles Robert Bone For Mayor
Product Desc:	BONE FOR MAYOR 7/7
Estimate:	707713

WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
66	WSMV	07/08/15	07/08/15	M-F News 4 Today @ 4 CM		M-F 4a-5a	--W----	1:00	1	\$30.00	SPP	0.00	NM	1	\$10.00
				M-F 4a-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	--W----		1				\$30.00		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	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 4		M-F 4a-5a	--W-----	1:00		\$10.00		0.00	NM		
67	WSMV	07/08/15	07/08/15	M-F Channel 4 News @ 4M		4-5pm	--W----	1:00	1	\$450.00	SPP	0.00	NM	1	\$800.00
				CH 4 News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	--W----		1				\$450.00		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	WSMV	07/06/15-07/12/15		M-F Channel 4 News @ 4p		4-5pm	(4:00 PM-4:30 P--W-----	1:00		\$800.00		0.00	NM		
68	WSMV	07/08/15	07/08/15	M-F News 4 Today @ 6 CM		558am-658am	--W----	1:00	1	\$700.00	SPP	0.00	NM	1	\$400.00
				Ch. 4 News Today 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	--W----		1				\$700.00		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	WSMV	07/06/15-07/12/15		M-F News 4 Today @ 6		558am-658am	--W-----	1:00		\$400.00		0.00	NM		
69	WSMV	07/08/15	07/08/15	M-F 630-7pm	CM	629-7pm	--W----	1:00	1	\$900.00	SPP	0.00	NM	1	\$700.00
				CH. 4 NEWS @ 6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	--W----		1				\$900.00		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	WSMV	07/06/15-07/12/15		M-F 630-7pm		629-7pm	--W-----	1:00		\$700.00		0.00	NM		
70	WSMV	07/08/15	07/08/15	Today Show 1	CM	658-9AM	--W----	1:00	1	\$600.00	SPP	0.00	NM	1	\$400.00
				Today Show 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	--W----		1				\$600.00		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	WSMV	07/06/15-07/12/15		Today Show 1		658-9AM	--W-----	1:00		\$400.00		0.00	NM		
71	WSMV	07/07/15	07/10/15	M-F 630-7pm	CM	629-7pm	-TWTF--	1:00	1	\$350.00	SPP	0.00	NM	0	\$0.00
				CH. 4 NEWS @ 6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/06/15	07/12/15	-TWTF--		1				\$350.00		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	WSMV	07/06/15-07/12/15		M-F 630-7pm		629-7pm	-TwThF----	1:00		(\$350.00)		0.00	NM		
		Credited													
Totals														38	\$24,630.00

REP HEADLINE# 7672953 TRF# 665481 REP: TEL# 703 528 7800 FAX# 703 528 7880
\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! JUL8/15 09.10
ORDER WORKSHEET HARRIS REPORT FROM REP ***CHANGES*** ** WSMV-TV ***

ADV # ADV. NAME POLI/C BONE/R/MYR/TN REP.# OFF.# SALESMAN #
AGY # AGY. NAME SMART MEDIA GROUP BUYER NAME PATRICIA DOME
1427 LESLIE AVE SALES PRSN WA- AARON ASHE
ALEXANDRIA, VA 22301

ORDER # CONTRACT # 7672953 CLASS: NATL. LOCAL REGIONAL
PRDCT BONE FOR MAYOR 7/7 EST#**** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES JUL7/15 JUL13/15 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL8/15 09.10

REP: TO BEVERLY
FROM KATIE
REVISED TO LUR RATES AND CHANGED TIME ON LINE 39
SEE LINES 37-43
NEW TTLS 38 SPOTS \$24630
PLS CONFIRM, THANKS
7/8/15

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37	R		1200N-100P	60		\$200.00	7/13	7/13	1		MON	1
PROGRAM : MORE NEWS @ MIDDAY												
CON COM1: MORE NEWS @ MIDDAY												

AGENCY ADVERTISER CODE = BONE AGENCY EST# = 707713
AGENCY PRODUCT CODE = ORDR

REP HEADLINE# 7672953

\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

TRF# 665481

ORDER WORKSHEET

REP: TEL# 703 528 7800

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

FAX# 703 528 7880

JUL8/15 09.10

*** WSMV-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS
38	R		400A-459A	60		\$10.00	7/13	7/13	1		MON	1
PROGRAM : CH4 NEWS TODAY												
RA35+ : 12.4												
CON COM1: CH4 NEWS TODAY												
39	RT		430P-500P	60		\$250.00	7/13	7/13	1		MON	1
PROGRAM : CH4 NEWS 4-5P												
RA35+ : 55.6												
CON COM1: CH4 NEWS 4-5P												
40	R		600A-700A	60		\$1,250.00	7/13	7/13	1		MON	1
PROGRAM : CH4 NEWS TODAY												
RA35+ : 61.0												
CON COM1: CH4 NEWS TODAY												
41	R		630P-700P	60		\$1,200.00	7/13	7/13	1		MON	1
PROGRAM : CH4 NEWS AT 630P												
RA35+ : 88.1												
CON COM1: CH4 NEWS AT 630P												
42	R		700A-900A	60		\$400.00	7/13	7/13	1		MON	1
PROGRAM : TODAY SHOW												
RA35+ : 54.3												
CON COM1: TODAY SHOW												
43	R		700P-900P	60		\$3,600.00	7/13	7/13	1		MON	1
PROGRAM : AMERICAN NINJA WARRI												
CON COM1: AMERICAN NINJA WARRI												
JUL/15 24630.00												CONTRACT TOTAL 24630.00
												TOTAL SPOTS 38

MARKET TOTALS \$24,921 WSMV 32% WKRN 23% WTVF 36% WZTV 9% WUXP 0% CABL 0% WNAB 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE