



WFXR
PO Box 419779
Boston, MA 02241-9779

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

Contract # 1648830

Schedule Dates 11/01/17-11/07/17
Advertiser Vogel/Lt. Governor/Republican/VA (88026)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 278/358/3309 (643021)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle, Irvin,
Phone/Fax /
CPE 278/358/3309
Account Types National/Political
Billing Type Standard
Comments Candidate
ADD TO SCHEDULE

Date Entered 11/01/17
Last Modified 11/01/17
Entered By Casey Wright
CO-OP No
Headline # ECR25779955
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$811.50
Net Total \$4,598.50
Sales Tax

Roanoke VA (WFXR)

By Broadcast Month	Spots	Rate
Nov. 2017	31	\$4,160.00
Grand Total:	31	\$4,160.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/03/17-11/03/17	5	:30	5:30A- 6A (EST)	1					X			1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 104. Nielsen: 0.3	11/1/17
2.0	Normal Line / SPOT	11/07/17-11/07/17	5	:30	6A- 6:30A (EST)	1		X						1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4	11/1/17
3.0	Normal Line / SPOT	11/03/17-11/03/17	5	:30	6:30A- 7A (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5	11/1/17
4.0	Normal Line / SPOT	11/03/17-11/03/17	5	:30	7A- 7:30A (EST)	1					X			1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	11/1/17
5.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	7A- 7:30A (EST)	1	X							1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	11/1/17
6.0	Normal Line / SPOT	11/07/17-11/07/17	5	:30	7A- 7:30A (EST)	1		X						1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9	11/1/17

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7.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	7:30A- 8A (EST)	1	X							1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0	11/1/17
8.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	8A- 8:30A (EST)	1				X				1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 1.0	11/1/17
9.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	8:30A- 9A (EST)	1					X			1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 114. Nielsen: 0.9	11/1/17
10.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	8:30A- 9A (EST)	1	X							1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 114. Nielsen: 0.9	11/1/17
11.0	Normal Line / SPOT	11/07/17-11/07/17	4	:30	8:30A- 9A (EST)	1		X						1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 114. Nielsen: 0.9	11/1/17
12.0	Normal Line / SPOT	11/03/17-11/03/17	5	:30	1P- 2P (EST)	1					X			1	\$35.00	\$35.00	Roanoke VA (WFXR)	JUDGE MATHIS< Target 200119 Index: 70. Nielsen: 1.7	11/1/17

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13.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	1P- 2P (EST)	1	X							1	\$35.00	\$35.00	Roanoke VA (WFXR)	JUDGE MATHIS< Target 200119 Index: 70. Nielsen: 1.7	11/1/17
14.0	Normal Line / SPOT	11/02/17-11/02/17	5	:30	2P- 2:30P (EST)	1				X				1	\$35.00	\$35.00	Roanoke VA (WFXR)	DIVORCE COURT< Target 200119 Index: 71. Nielsen: 1.3	11/1/17
15.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	2P- 2:30P (EST)	1	X							1	\$35.00	\$35.00	Roanoke VA (WFXR)	DIVORCE COURT< Target 200119 Index: 71. Nielsen: 1.3	11/1/17
16.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	4P- 4:30P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9	11/1/17
17.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	4:30P- 5P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.1	11/1/17
18.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	4:30P- 5P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.1	11/1/17
19.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	4:30P- 5P (EST)	1	X							1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.1	11/1/17

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20.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	5:30P- 6P (EST)	1				X				1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.8	11/1/17
21.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	5:30P- 6P (EST)	1	X							1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.8	11/1/17
22.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	6P- 6:30P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WFXR)	2.5 MEN Target 200119 Index: 95. Nielsen: 2.2	11/1/17
23.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	6P- 6:30P (EST)	1	X							1	\$150.00	\$150.00	Roanoke VA (WFXR)	2.5 MEN Target 200119 Index: 95. Nielsen: 2.2	11/1/17
24.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	6:30P- 7P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WFXR)	2.5 MEN Target 200119 Index: 100. Nielsen: 2.3	11/1/17
25.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	6:30P- 7P (EST)	1	X							1	\$150.00	\$150.00	Roanoke VA (WFXR)	2.5 MEN Target 200119 Index: 100. Nielsen: 2.3	11/1/17
26.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	7P- 7:30P (EST)	1				X				1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7	11/1/17

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27.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	7P- 7:30P (EST)	1	X							1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7	11/1/17
28.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	10P- 10:30P (EST)	1				X				1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9	11/1/17
29.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	10:30P- 11P (EST)	1					X			1	\$300.00	\$300.00	Roanoke VA (WFXR)	WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5	11/1/17
30.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	10:30P- 11P (EST)	1	X							1	\$300.00	\$300.00	Roanoke VA (WFXR)	WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5	11/1/17
32.0	Normal Line / SPOT	11/05/17-11/05/17	4	:30	11A- 12P (EST)	1							X	1	\$450.00	\$450.00	Roanoke VA (WFXR)	FOX NFL KICKOFF Target 200119 Index: 95. Nielsen: 1.2	11/1/17

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Roanoke VA (WFXR-ALT1)

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Nov. 2017	1	\$1,250.00
Grand Total:	1	\$1,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
31.0	Normal Line / SPOT	11/01/17-11/01/17	5	:30	8P- World Series				1					1	\$1,250.00	\$1,250.00	Roanoke VA (WFXR-ALT1)	MLB WORLD SERIES Target 200119 Index: 100. Nielsen: 17.6	11/1/17

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