

ORDER

WSMV

Orders
Order / Rev: 759559
Alt Order #: 08419294
Product Desc: TN SEN REP CAUCUS
Estimate: 2302
Flight Dates: 10/19/16 - 10/25/16
Original Date / Rev: 10/18/16 / 10/18/16
Order Type: GENERAL

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

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive, Suite 400
 Arlington, VA 22209

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

Advertiser
Name: Tennessee Senate Republican Caucus
Demographic: A35+
Product Codes: Political-Issues
Priority: SPP
Revenue Codes: POL, PLI, FLT

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/25/16	30	\$16,600.00	\$14,110.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	30	\$16,600.00	\$14,110.00	0.00
Totals	30	\$16,600.00	\$14,110.00	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	27%	\$16,600.00
Market	100%	\$61,481.48

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%	\$14,140.74
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	43%	\$26,437.04
WUXP	0%	\$0.00
WZTV	7%	\$4,303.70

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 Product Desc: TN SEN REP CAUCUS
 Estimate: 2302
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WSMV	10/21/16	10/21/16	Ch 4 News @ Noon Ch 4 News @ Noon	CM	M-F 12p-1230p	----1--	:30	1	\$300.00	SPP	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:		10/17/16	10/23/16	----1--					1	\$300.00		0.00			
E 2	WSMV	10/21/16	10/21/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-430pm (4:00 PM-4:30 PM)	----1--	:30	1	\$400.00	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:		10/17/16	10/23/16	----1--					1	\$400.00		0.00			
E 3	WSMV	10/21/16	10/21/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	430-5pm (4:30 PM-5:00 PM)	----1--	:30	1	\$450.00	SPP	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:		10/17/16	10/23/16	----1--					1	\$450.00		0.00			
E 4	WSMV	10/21/16	10/21/16	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	----1--	:30	1	\$600.00	SPP	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:		10/17/16	10/23/16	----1--					1	\$600.00		0.00			
E 5	WSMV	10/21/16	10/21/16	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	----1--	:30	1	\$800.00	SPP	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:		10/17/16	10/23/16	----1--					1	\$800.00		0.00			
E 6	WSMV	10/21/16	10/21/16	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am	CM	558am-658am	----1--	:30	1	\$700.00	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:		10/17/16	10/23/16	----1--					1	\$700.00		0.00			
E 7	WSMV	10/24/16	10/24/16	Ch 4 News @ Noon Ch 4 News @ Noon	CM	M-F 12p-1230p	1-----	:30	1	\$300.00	SPP	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:		10/24/16	10/30/16	1-----					1	\$300.00		0.00			
E 8	WSMV	10/24/16	10/24/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-430pm (4:00 PM-4:30 PM)	1-----	:30	1	\$400.00	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:		10/24/16	10/30/16	1-----					1	\$400.00		0.00			
E 9	WSMV	10/24/16	10/24/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	430-5pm (4:30 PM-5:00 PM)	1-----	:30	1	\$450.00	SPP	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:		10/24/16	10/30/16	1-----					1	\$450.00		0.00			
E 10	WSMV	10/24/16	10/24/16	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	1-----	:30	1	\$600.00	SPP	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:		10/24/16	10/30/16	1-----					1	\$600.00		0.00			
E 11	WSMV	10/24/16	10/24/16	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am	CM	558am-658am	1-----	:30	1	\$700.00	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:		10/24/16	10/30/16	1-----					1	\$700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WSMV	10/24/16	10/24/16	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	1-----	:30	1	\$700.00	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: 10/24/16	10/30/16	1-----		1				\$700.00		0.00			
E 12	WSMV	10/24/16	10/24/16	Today Show 1 Today Show 7-9am	CM	658-9AM	1-----	:30	1	\$800.00	SPP	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: 10/24/16	10/30/16	1-----		1				\$800.00		0.00			
E 13	WSMV	10/22/16	10/22/16	SA Channel 4 Weekend@M Ch. 4 News at 6 Saturday		558-630pm	-----1-	:30	1	\$600.00	SPP	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: 10/17/16	10/23/16	-----1-		1				\$600.00		0.00			
E 14	WSMV	10/22/16	10/22/16	SA 6a News Sat 6-7a	CM	Sat 6-7a	-----1-	:30	1	\$300.00	SPP	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: 10/17/16	10/23/16	-----1-		1				\$300.00		0.00			
E 15	WSMV	10/23/16	10/23/16	SU 6a News Sun 6a-7a	CM	Sun 6a-7a	-----1	:30	1	\$300.00	SPP	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: 10/17/16	10/23/16	-----1		1				\$300.00		0.00			
E 16	WSMV	10/23/16	10/23/16	SU 8a News Sun 8a-9a	CM	Sun 8a-9a	-----1	:30	1	\$500.00	SPP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1		1				\$500.00		0.00			
E 17	WSMV	10/20/16	10/20/16	Ch 4 News @ Noon Ch 4 News @ Noon	CM	M-F 12p-1230p	---1---	:30	1	\$300.00	SPP	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: 10/17/16	10/23/16	---1---		1				\$300.00		0.00			
E 18	WSMV	10/20/16	10/20/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-430pm (4:00 PM-4:30 PM)	---1---	:30	1	\$400.00	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: 10/17/16	10/23/16	---1---		1				\$400.00		0.00			
E 19	WSMV	10/20/16	10/20/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm		430-5pm (4:30 PM-5:00 PM)	---1---	:30	1	\$450.00	SPP	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: 10/17/16	10/23/16	---1---		1				\$450.00		0.00			
E 20	WSMV	10/20/16	10/20/16	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	---1---	:30	1	\$600.00	SPP	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: 10/17/16	10/23/16	---1---		1				\$600.00		0.00			
E 21	WSMV	10/20/16	10/20/16	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	---1---	:30	1	\$700.00	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: 10/17/16	10/23/16	---1---		1				\$700.00		0.00			
E 22	WSMV	10/20/16	10/20/16	Today Show 1 Today Show 7-9am	CM	658-9AM	---1---	:30	1	\$800.00	SPP	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: 10/17/16	10/23/16	---1---		1				\$800.00		0.00			
E 23	WSMV	10/25/16	10/25/16	M-F Late News M-F 10P NEWS	CM	10P-1035P	-1-----	:30	1	\$1,100.00	SPP	0.00	NM	1	\$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: 10/24/16	10/30/16	-1-----		1				\$1,100.00		0.00			
E 24	WSMV	10/25/16	10/25/16	Ch 4 News @ Noon Ch 4 News @ Noon	CM	M-F 12p-1230p (12:00 PM-12:30 PM)	-1-----	:30	1	\$300.00	SPP	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: 10/24/16	10/30/16	-1-----		1				\$300.00		0.00			
E 25	WSMV	10/25/16	10/25/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-430pm (4:00 PM-4:30 PM)	-1-----	:30	1	\$400.00	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: 10/24/16	10/30/16	-1-----		1				\$400.00		0.00			

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WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WSMV	10/25/16	10/25/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-430pm (4:00 PM-4:30 PM)	-1-----	:30	1	\$400.00	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:		10/24/16	10/30/16	-1-----		1				\$400.00		0.00			
E 26	WSMV	10/25/16	10/25/16	M-F Channel 4 News @ 4M CH 4 News @ 4pm		430-5pm (4:30 PM-5:00 PM)	-1-----	:30	1	\$450.00	SPP	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:		10/24/16	10/30/16	-1-----		1				\$450.00		0.00			
E 27	WSMV	10/25/16	10/25/16	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	-1-----	:30	1	\$600.00	SPP	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:		10/24/16	10/30/16	-1-----		1				\$600.00		0.00			
E 28	WSMV	10/25/16	10/25/16	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	-1-----	:30	1	\$800.00	SPP	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:		10/24/16	10/30/16	-1-----		1				\$800.00		0.00			
E 29	WSMV	10/25/16	10/25/16	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	-1-----	:30	1	\$700.00	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:		10/24/16	10/30/16	-1-----		1				\$700.00		0.00			
E 30	WSMV	10/25/16	10/25/16	Today Show 1 Today Show 7-9am	CM	658-9AM	-1-----	:30	1	\$800.00	SPP	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:		10/24/16	10/30/16	-1-----		1				\$800.00		0.00			
													Totals	30	\$16,600.00

REP HEADLINE# 8419294
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT18/16 14.38
*** WSMV-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START	:	END	:	SPTS	:	WEEK	:	DAYS	:	TOTL:		
:	LINE#:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	:	INVT	:	:	:	SPTS:		
30			700A-900A	30			\$800.00		10/25		10/25		1				TUE		1		
PROGRAM : THE TODAY SHOW																					
CON COM1: THE TODAY SHOW																					
OCT/16			16600.00																	CONTRACT TOTAL	16600.00
																		TOTAL SPOTS	30		
MARKET TOTALS			\$61,481	WSMV 27%	WKRN 23%		WTVF 43%		WZTV 7%		WUXP 0%		CABL 0%		WNAB 0%						
SVC- NSI																					
DEMOS- RA35+*																					