

ORDER



| | | |
|---------------|----------------------|---------------------|
| Orders | Order / Rev: | 1081247 |
| | Alt Order #: | 25539557 |
| | Product Desc: | 4/25-5/1 political |
| | Estimate: | 5488 |
| | Flight Dates: | 04/25/17 - 05/01/17 |
| | Original Date / Rev: | 04/24/17 / 04/24/17 |
| | Order Type: | REG |

WVBT Norfolk

| | |
|---------------|-----------------|
| Primary AE: | Katz Washington |
| Sales Office: | K-WAS |
| Sales Region: | Nat |

| | | |
|---------------|------------------|-----------------------------|
| Agency | Name: | Buying Time |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 650 Massachusetts Avenue NW |
| | | Washington, DC 20001-3796 |

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

| | | |
|------------|-----------------|--------------------------------|
| Advertiser | Name: | POL/Ralph Northam for Governor |
| | Demographic: | A35+ |
| | Product Codes: | PL14 |
| | Priority: | P3 |
| | Revenue Code 1: | AGY |
| | Revenue Code 2: | POL |
| | Revenue Code 3: | POL-CAND |

| | |
|-------------------------|----------------------------|
| New Business Thru: | |
| Order Separation: | 00:15:00 |
| Advertiser External ID: | |
| Agency External ID: | IN5252/SP2893/TO824/AL1472 |
| Unit Code: | General |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 03/27/17 | 04/30/17 | 6 | \$1,450.00 | \$1,232.50 |
| 05/01/17 | 05/01/17 | 3 | \$900.00 | \$765.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| April 2017 | 6 | \$1,450.00 | \$1,232.50 | 0.00 |
| May 2017 | 3 | \$900.00 | \$765.00 | 0.00 |
| Totals | 9 | \$2,350.00 | \$1,997.50 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Katz Washington | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|--------------|-------|-------------|
| WVBT Norfolk | 6% | \$2,350.00 |
| Market | 100% | \$39,166.67 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WAVY | 34% | \$13,316.67 |
| WGNT | 3% | \$1,175.00 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 23% | \$9,008.33 |
| WTVZ | 0% | \$0.00 |
| WVEC | 34% | \$13,316.67 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|----------|----------|--|-------|-------------------|-----------|------|-------|----------|-----|------|------|-------|----------|
| N 1 | WVBT | 05/01/17 | 05/01/17 | WAVY News 10 @8a on FOX WAVY News 10 @8a on FOX43 | M | WAVY News 10 @M-- | - - - - - | 1:00 | 1 | \$150.00 | P3 | 0.00 | NM | 1 | \$150.00 |
| WAVY NWS-8AFOX | | | | | | | | | | | | | | | |

Order / Rev: 1081247
 Alt Order #: 25539557
 Flight Dates: 04/25/17 - 05/01/17

Advertiser: POL/Ralph Northam for Governor
 Product Desc: 4/25-5/1 political
 Estimate: 5488

WVBT Norfolk

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------|---------------------------|---------|------|-------------------|-------------|-----|---------------|--------|-------|------------|
| N 1 | WVBT | 05/01/17 | 05/01/17 | WAVY News 10 @8a on FOX43 WAVY News 10 @8a on FOX43 | CM | WAVY News 10 @8a on FOX43 | M----- | 1:00 | 1 | \$150.00 | P3 | 0.00 | NM | 1 | \$150.00 |
| WAVY NWS-8AFOX | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/01/17 | 05/07/17 | M----- | | | | | 1 | \$150.00 | | 0.00 | | | |
| N 2 | WVBT | 04/25/17 | 04/25/17 | WAVY News 10 @8a on FOX43 WAVY News 10 @8a on FOX43 | CM | WAVY News 10 @8a on FOX43 | -T----- | 1:00 | 1 | \$250.00 | P2 | 0.00 | NM | 1 | \$250.00 |
| WAVY NWS-8AFOX | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | -T----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 3 | WVBT | 04/28/17 | 04/28/17 | WAVY News 10 @8a on FOX43 WAVY News 10 @8a on FOX43 | CM | WAVY News 10 @8a on FOX43 | ----F-- | 1:00 | 1 | \$250.00 | P2 | 0.00 | NM | 1 | \$250.00 |
| WAVY NWS-8AFOX | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | ----F-- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 4 | WVBT | 05/01/17 | 05/01/17 | M-F 10-1044p WAVY News @10 on FOX43 | CM | 10-1045p | M----- | 1:00 | 1 | \$500.00 | P3 | 0.00 | NM | 1 | \$500.00 |
| Late News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/01/17 | 05/07/17 | M----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 5 | WVBT | 04/30/17 | 04/30/17 | Su 1045-11p Su 1045-11p | CM | 1045-11p | -----S | 1:00 | 1 | \$250.00 | P3 | 0.00 | NM | 1 | \$250.00 |
| Sportswrap | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | -----S | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 6 | WVBT | 05/01/17 | 05/01/17 | M-F 1045-11p Fox Sportswrap | CM | 1045-11p | M----- | 1:00 | 1 | \$250.00 | P3 | 0.00 | NM | 1 | \$250.00 |
| Sportswrap | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/01/17 | 05/07/17 | M----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 7 | WVBT | 04/26/17 | 04/26/17 | M-F 11-1130p M-F 11-1130p | CM | 11-1130p | --W---- | 1:00 | 1 | \$100.00 | NA | 0.00 | NM | 1 | \$100.00 |
| SPORTSWRAP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | --W---- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 8 | WVBT | 04/27/17 | 04/27/17 | M-F 11-1130p M-F 11-1130p | CM | 11-1130p | ---T--- | 1:00 | 1 | \$100.00 | NA | 0.00 | NM | 1 | \$100.00 |
| SPORTSWRAP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | ---T--- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 9 | WVBT | 04/30/17 | 04/30/17 | Su 10-1044p WAVY News @10 on FOX43 St | CM | 10-1045p | -----S | 1:00 | 1 | \$500.00 | P3 | 0.00 | NM | 1 | \$500.00 |
| Late News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 04/24/17 | 04/30/17 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 9 | \$2,350.00 |