

ORDER



Orders
Order / Rev: 363043
Alt Order #: 08338259
Product Desc: PAT MCCRORY GOV 4621
Estimate: 4621
Flight Dates: 08/01/16 - 08/14/16
Original Date / Rev: 08/04/16 / 08/04/16
Order Type: GENERAL

Revision

WGHP-TV

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser
Name: McCrory, P/R/NC Gov
Demographic: A35+
Product Codes: PI2.e.ii
Priority: 03
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/14/16	39	\$13,975.00	\$11,878.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	39	\$13,975.00	\$11,878.75	0.00
Totals	39	\$13,975.00	\$11,878.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGHP-TV	18%	\$13,975.00
Market	100%	\$77,638.89

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	35%	\$27,173.61
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	41%	\$31,831.94
WXLV	6%	\$4,658.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	08/01/16	08/12/16	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-11:00 PM	TWTF--	:30	2	\$500.00	03	0.00	NM	5	\$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:		08/01/16	08/07/16	-TWTF--			2			\$500.00		0.00			
Week:		08/08/16	08/14/16	MTWTF--			3			\$500.00		0.00			
2	8	08/01/16	08/12/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-6:00 PM	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 363043
 Alt Order #: 08338259
 Flight Dates: 08/01/16 - 08/14/16

Advertiser: McCrory, P/R/NC Gov
 Product Desc: PAT MCCRORY GOV 4621
 Estimate: 4621
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	8	08/01/16	08/12/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-6:00 PM	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 08/01/16	08/07/16	-TWTF--					2	\$300.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$300.00		0.00			
3	8	08/01/16	08/12/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-6:00 PM	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 08/01/16	08/07/16	-TWTF--					2	\$300.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$300.00		0.00			
4	8	08/01/16	08/12/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$475.00	03	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-TWTF--					2	\$475.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$475.00		0.00			
5	8	08/01/16	08/12/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 08/01/16	08/07/16	-TWTF--					2	\$300.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$300.00		0.00			
6	8	08/01/16	08/12/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$400.00	03	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-TWTF--					2	\$400.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$400.00		0.00			
7	8	08/01/16	08/12/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-8:00 AM	MTWTF--	:30	2	\$300.00	03	0.00	NM	5	\$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: 08/01/16	08/07/16	-TWTF--					2	\$300.00		0.00			
		Week: 08/08/16	08/14/16	MTWTF--					3	\$300.00		0.00			
8	8	08/07/16	08/14/16	M-Su 10p-11p M-Su 10p-11p	CM	10:00 PM-11:00 PM (10:00 PM-11:00 PM)	-----1	:30	1	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/01/16	08/07/16	-----1					1	\$400.00		0.00			
		Week: 08/08/16	08/14/16	-----1					1	\$400.00		0.00			
E 9	8	08/14/16	08/14/16	Su 6p-7p Su 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1	:30	1	\$200.00	03	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: 08/08/16	08/14/16	-----1					1	\$200.00		0.00			
10	8	08/01/16	08/05/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PMTWTF--	:30	1	\$100.00	03	0.00	NM	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: 08/01/16	08/07/16	-TWTF--					1	\$100.00		0.00			
													Totals	39	\$13,975.00