

ORDER

WGHP-TV

Orders
Order / Rev: 327123
Alt Order #: 08250342
Product Desc: PAT MCCRORY GOV 4507
Estimate:
Flight Dates: 10/03/16 - 11/08/16
Original Date / Rev: 09/16/16 / 09/16/16
Order Type: GENERAL

Revision

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: 04
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
09/26/16	10/30/16	200	\$95,900.00	\$81,515.00
10/31/16	11/08/16	67	\$33,690.00	\$28,636.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	200	\$95,900.00	\$81,515.00	0.00
November 2016	67	\$33,690.00	\$28,636.50	0.00
Totals	267	\$129,590.00	\$110,151.50	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	25%	\$129,590.00
Market	100%	\$518,360.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	27%	\$139,957.20
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$5,183.60
WUNL	0%	\$0.00
WXII	40%	\$207,344.00
WXLV	7%	\$36,285.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/03/16	11/04/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$300.00	4	0.00	NM	21	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$300.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			3		\$300.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$300.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$300.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$300.00			0.00			

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Advertiser: McCrory, P/R/NC Gov
 Product Desc: PAT MCCRORY GOV 4507
 Estimate: WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/03/16	11/04/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$300.00	4	0.00	NM	21	\$6,300.00
2	8	10/03/16	11/04/16	M-F 7a-8a M-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$350.00	4	0.00	NM	21	\$7,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$350.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			3		\$350.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$350.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$350.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$350.00			0.00			
3	8	10/03/16	11/04/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$85.00	4	0.00	NM	21	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$85.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			3		\$85.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$85.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$85.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$85.00			0.00			
4	8	10/03/16	11/04/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	:30	4	\$80.00	4	0.00	NM	23	\$1,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			4		\$80.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			4		\$80.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$80.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$80.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$80.00			0.00			
5	8	10/03/16	11/04/16	M-F 4p-430p M-F 4p-430p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$125.00	4	0.00	NM	21	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$125.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			4		\$125.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			4		\$125.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$125.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$125.00			0.00			
6	8	10/03/16	11/04/16	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$300.00	4	0.00	NM	22	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$300.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			4		\$300.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$300.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$300.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$300.00			0.00			
7	8	10/03/16	11/04/16	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$300.00	4	0.00	NM	22	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$300.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			4		\$300.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			5		\$300.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			5		\$300.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			5		\$300.00			0.00			
8	8	10/03/16	11/04/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$350.00	4	0.00	NM	28	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			3		\$350.00			0.00			
Week:		10/10/16	10/16/16	MTWTF--			4		\$350.00			0.00			
Week:		10/17/16	10/23/16	MTWTF--			7		\$350.00			0.00			
Week:		10/24/16	10/30/16	MTWTF--			7		\$350.00			0.00			
Week:		10/31/16	11/06/16	MTWTF--			7		\$350.00			0.00			
9	8	10/08/16	11/05/16	Sa 6p-7p Sa 6p-7p	CM	6:00 PM-7:00 PM	-----1-	:30	1	\$100.00	4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	-----1-			1		\$100.00			0.00			

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 Estimate: WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	8	10/08/16	11/05/16	Sa 6p-7p Sa 6p-7p	CM	6:00 PM-7:00 PM	-----1-	:30	1	\$100.00	04	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----		0				\$0.00		0.00			
		Week: 10/17/16	10/23/16	-----1-		1				\$100.00		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>		
2	8	10/17/16-10/23/16		Sa 6p-7p		6:00 PM-7:00 PM	-----Sa--	:30		(\$100.00)		0.00	NM		
		Credited													
		Week: 10/24/16	10/30/16	-----1-		1				\$100.00		0.00			
		Week: 10/31/16	11/06/16	-----1-		1				\$100.00		0.00			
10	8	10/16/16	11/06/16	Su 6p-7p Su 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1	:30	1	\$200.00	04	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: 10/10/16	10/16/16	-----1		1				\$200.00		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	8	10/10/16-10/16/16		Su 6p-7p		6:00 PM-6:30 PM	-----Su	:30		(\$200.00)		0.00	NM		
		Credited													
		Week: 10/17/16	10/23/16	-----1		1				\$200.00		0.00			
		Week: 10/24/16	10/30/16	-----1		1				\$200.00		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>		
3	8	10/24/16-10/30/16		Su 6p-7p		6:00 PM-6:30 PM	-----Su	:30		(\$200.00)		0.00	NM		
		Credited													
		Week: 10/31/16	11/06/16	-----1		1				\$200.00		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>		
4	8	10/31/16-11/06/16		Su 6p-7p		6:00 PM-6:30 PM	-----Su	:30		(\$200.00)		0.00	NM		
		Credited													
11	8	10/03/16	11/04/16	M-F 10p-11p M-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$450.00	04	0.00	NM	22	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$450.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		4				\$450.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		5				\$450.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		5				\$450.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		5				\$450.00		0.00			
12	8	10/23/16	11/06/16	M-Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM (10:00 PM-11:00 PM)	-----2	:30	2	\$350.00	04	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----2		2				\$350.00		0.00			
		Week: 10/24/16	10/30/16	-----2		2				\$350.00		0.00			
		Week: 10/31/16	11/06/16	-----2		2				\$350.00		0.00			
13	8	10/26/16	11/02/16	Wednesday Prime Hour EMPIRE	CM	9:00 PM-10:00 PM	--1----	:30	1	\$2,000.00	04	0.00	NM	1	\$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: 10/24/16	10/30/16	--1----		1				\$2,000.00		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	8	10/24/16-10/30/16		Wednesday Prime Hour 2		9:00 PM-10:00 PM	--W-----	:30		(\$2,000.00)		0.00	NM		
		Credited													
		Week: 10/31/16	11/06/16	--1----		1				\$2,000.00		0.00			
N 14	8	10/06/16	11/03/16	Thursday Prime BONES	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$500.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$500.00		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	8	10/03/16-10/09/16		Thursday Prime		8:00 PM-9:00 PM	---Th----	:30		(\$500.00)		0.00	NM		
		Credited													
		Week: 10/10/16	10/16/16	---1---		1				\$500.00		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>		
2	8	10/10/16-10/16/16		Thursday Prime		8:00 PM-9:00 PM	---Th----	:30		(\$500.00)		0.00	NM		
		Credited													
		Week: 10/17/16	10/23/16	---1---		1				\$500.00		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
N14	8	10/06/16	11/03/16	Thursday Prime BONES	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$500.00	04	0.00	NM	0	\$0.00
		<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							
<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>		
3	8	10/17/16-10/23/16		Thursday Prime	8:00 PM-9:00 PM		8:00 PM-9:00 P---Th-----	:30		(\$500.00)		0.00	NM		
		Credited													
Week:		10/24/16	10/30/16	---1---	1		\$500.00	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>		
4	8	10/24/16-10/30/16		Thursday Prime	8:00 PM-9:00 PM		8:00 PM-9:00 P---Th-----	:30		(\$500.00)		0.00	NM		
		Credited													
Week:		10/31/16	11/06/16	---1---	1		\$500.00	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>		
5	8	10/31/16-11/06/16		Thursday Prime	8:00 PM-9:00 PM		8:00 PM-9:00 P---Th-----	:30		(\$500.00)		0.00	NM		
		Credited													
15	8	10/09/16	10/09/16	NFL Reg Ssn Late Gm ATLANTA @ DENVER	CM	4:15 PM-7:15 PM (4:15 PM-7:15 PM)	-----2	:30	2	\$2,000.00	04	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/03/16	10/09/16	-----2	2		\$2,000.00	0.00							
16	8	10/09/16	10/09/16	NFL Reg Ssn Post Gm NFL Reg Ssn Post Gm	CM	7:15 PM-8:00 PM (7:15 PM-8:00 PM)	-----2	:30	2	\$1,200.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/03/16	10/09/16	-----2	2		\$1,200.00	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	8	10/03/16-10/09/16		NFL Reg Ssn Post Gm	7:15 PM-8:00 PM		7:15 PM-8:00 P-----Su	:30		(\$1,200.00)		0.00	NM		
		Credited													
2	8	10/03/16-10/09/16		NFL Reg Ssn Post Gm	7:15 PM-8:00 PM		7:15 PM-8:00 P-----Su	:30		(\$1,200.00)		0.00	NM		
		Credited													
17	8	10/16/16	10/16/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----2	:30	2	\$900.00	04	0.00	NM	2	\$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:		10/10/16	10/16/16	-----2	2		\$900.00	0.00							
18	8	10/16/16	10/16/16	NFL Reg Ssn Local Tm CAROLINA @ NEW ORLEANS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----2	:30	2	\$4,500.00	04	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/10/16	10/16/16	-----2	2		\$4,500.00	0.00							
19	8	10/23/16	10/23/16	NFL Reg Ssn Late Gm DALLAS @ GREEN BAY	CM	4:15 PM-7:15 PM (4:15 PM-7:15 PM)	-----2	:30	2	\$2,000.00	04	0.00	NM	0	\$0.00
		<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	-----2	2		\$2,000.00	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	8	10/17/16-10/23/16		NFL Reg Ssn Late Gm	4:15 PM-7:15 PM		4:15 PM-7:15 P-----Su	:30		(\$2,000.00)		0.00	NM		
		Credited													
2	8	10/17/16-10/23/16		NFL Reg Ssn Late Gm	4:15 PM-7:15 PM		4:15 PM-7:15 P-----Su	:30		(\$2,000.00)		0.00	NM		
		Credited													
20	8	10/23/16	10/23/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----2	:30	2	\$700.00	04	0.00	NM	2	\$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	-----2	2		\$700.00	0.00							
21	8	10/23/16	10/23/16	NFL Reg Ssn Early Gm MINNESOTA @ PHILADELPHI	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----2	:30	2	\$1,750.00	04	0.00	NM	2	\$3,500.00
		<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	-----2	2		\$1,750.00	0.00							
22	8	10/30/16	10/30/16	NFL Morning Gm WASHINGTON vs CINNICINAT	CM	9:30 AM-1:00 PM (9:30 AM-1:00 PM)	-----2	:30	2	\$800.00	04	0.00	NM	2	\$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	-----2	2		\$800.00	0.00							
23	8	10/30/16	10/30/16	NFL Reg Ssn Early Gm GREEN BAY @ ATLANTA	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----2	:30	2	\$1,750.00	04	0.00	NM	2	\$3,500.00

Order / Rev: 327123
 Alt Order #: 08250342
 Flight Dates: 10/03/16 - 11/08/16

Advertiser: McCrory, P/R/NC Gov
 Product Desc: PAT MCCRORY GOV 4507
 Estimate: WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	8	10/30/16	10/30/16	NFL Reg Ssn Early Gm CM GREEN BAY @ ATLANTA		1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----2	:30	2	\$1,750.00	04	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----2					2	\$1,750.00		0.00			
24	8	10/30/16	10/30/16	NFL Reg Ssn Local Tm CM ARIZONA @ CAROLINA		4:15 PM-7:15 PM (4:15 PM-7:15 PM)	-----2	:30	2	\$4,500.00	04	0.00	NM	2	\$9,000.00
		<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	-----2					2	\$4,500.00		0.00			
25	8	10/30/16	10/30/16	NFL Reg Ssn Post Gm CM NFL Reg Ssn Post Gm		7:15 PM-8:00 PM (7:15 PM-8:00 PM)	-----2	:30	2	\$2,200.00	04	0.00	NM	2	\$4,400.00
		<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	-----2					2	\$2,200.00		0.00			
26	8	11/06/16	11/06/16	NFL Reg Ssn Pre Gm CM NFL Reg Ssn Pre Gm		12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----2	:30	2	\$900.00	04	0.00	NM	2	\$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:		10/31/16	11/06/16	-----2					2	\$900.00		0.00			
27	8	11/06/16	11/06/16	NFL Reg Ssn Local Tm CM CAROLINA @ LOS ANGELES		4:15 PM-7:15 PM (4:15 PM-7:15 PM)	-----3	:30	3	\$4,500.00	04	0.00	NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----3					3	\$4,500.00		0.00			
28	8	11/06/16	11/06/16	NFL Reg Ssn Post Gm CM NFL Reg Ssn Post Gm		7:15 PM-8:00 PM (7:15 PM-8:00 PM)	-----2	:30	2	\$2,200.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----2					2	\$2,200.00		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	8	10/31/16-11/06/16		NFL Reg Ssn Post Gm		7:15 PM-8:00 PM	7:15 PM-8:00 P-----Su	:30		(\$2,200.00)		0.00	NM		
Credited															
2	8	10/31/16-11/06/16		NFL Reg Ssn Post Gm		7:15 PM-8:00 PM	7:15 PM-8:00 P-----Su	:30		(\$2,200.00)		0.00	NM		
Credited															
29	8	11/07/16	11/08/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	MT-----	:30	1	\$300.00	04	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:		11/07/16	11/13/16	MT-----					1	\$300.00		0.00			
30	8	11/07/16	11/08/16	M-F 7a-8a M-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MT-----	:30	1	\$350.00	04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----					1	\$350.00		0.00			
31	8	11/07/16	11/07/16	M-F 12p-1p MON 12p-1p	CM	12:00 PM-1:00 PM	1-----	:30	1	\$85.00	04	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----					1	\$85.00		0.00			
32	8	11/07/16	11/07/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	1-----	:30	1	\$80.00	04	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----					1	\$80.00		0.00			
33	8	11/07/16	11/07/16	M-F 4p-430p MON 4p-430p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	1-----	:30	1	\$125.00	04	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----					1	\$125.00		0.00			
34	8	11/07/16	11/07/16	M-F 5p-530p MON 5p-530p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$300.00	04	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:		11/07/16	11/13/16	1-----					1	\$300.00		0.00			
35	8	11/07/16	11/07/16	M-F 530p-6p MON 530p-6p	CM	5:30 PM-6:00 PM	1-----	:30	1	\$300.00	04	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:		11/07/16	11/13/16	1-----					1	\$300.00		0.00			
36	8	11/07/16	11/07/16	M-F 6p-630p MON 6p-630p	CM	6:00 PM-6:30 PM	2-----	:30	2	\$350.00	04	0.00	NM	2	\$700.00

Order / Rev: 327123
 Alt Order #: 08250342
 Flight Dates: 10/03/16 - 11/08/16

Advertiser: McCrory, P/R/NC Gov
 Product Desc: PAT MCCRORY GOV 4507
 Estimate: WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
36	8	11/07/16	11/07/16	M-F 6p-630p MON 6p-630p	CM	6:00 PM-6:30 PM	2-----	:30	2	\$350.00	4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/07/16	11/13/16	2-----		2			\$350.00	0.00					
37	8	11/07/16	11/07/16	M-F 10p-11p MON 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	1-----	:30	1	\$450.00	4	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:		11/07/16	11/13/16	1-----		1			\$450.00	0.00					
38	8	10/14/16	10/14/16	MLB Champ Series Gm MLB Champ Series Gm	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	----2--	:30	2	\$750.00	4	0.00	NM	2	\$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:		10/10/16	10/16/16	----2--		2			\$750.00	0.00					
39	8	10/25/16	10/25/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2	:30	2	\$925.00	4	0.00	NM	2	\$1,850.00
		<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	-2-----		2			\$925.00	0.00					
40	8	10/26/16	10/26/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	---2----	:30	2	\$925.00	4	0.00	NM	2	\$1,850.00
		<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	--2----		2			\$925.00	0.00					
41	8	10/28/16	10/28/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	----2--	:30	2	\$925.00	4	0.00	NM	2	\$1,850.00
		<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	----2--		2			\$925.00	0.00					
42	8	10/29/16	10/29/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2-	:30	2	\$925.00	4	0.00	NM	2	\$1,850.00
		<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	-----2-		2			\$925.00	0.00					
43	8	10/30/16	10/30/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2	:30	2	\$1,200.00	4	0.00	NM	2	\$2,400.00
		<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	-----2		2			\$1,200.00	0.00					
44	8	10/08/16	10/08/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----1-	:30	1	\$500.00	4	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:		10/03/16	10/09/16	-----1-		1			\$500.00	0.00					
45	8	10/15/16	10/15/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----1-	:30	1	\$500.00	4	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:		10/10/16	10/16/16	-----1-		1			\$500.00	0.00					
46	8	10/22/16	10/22/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----1-	:30	1	\$500.00	4	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					
47	8	10/08/16	10/08/16	ACC Football Pre Gm ACC FootBall Pre Gm	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-----1-	:30	1	\$200.00	4	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:		10/03/16	10/09/16	-----1-		1			\$200.00	0.00					
N 48	8	10/29/16	10/29/16	Late Run News Late Run News	CM	11:00 PM-12:00 XM (11:00 PM-12:00 XM)	-----S-	:30	1	\$200.00	4	0.00	NM	0	\$0.00
		<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	-----S-		1			\$200.00	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	8	10/24/16-10/30/16		Late Run News		11:00 PM-12:00 XM	-----Sa--	:30		(\$200.00)		0.00	NM		
Credited															
N 49	8	10/30/16	10/30/16	Late Run News Late Run News	CM	11:00 PM-12:00 XM (11:00 PM-12:00 XM)	-----S	:30	1	\$200.00	4	0.00	NM	0	\$0.00
		<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	-----S		1			\$200.00	0.00					

Order / Rev: 327123
Alt Order #: 08250342
Flight Dates: 10/03/16 - 11/08/16

Advertiser: McCrory, P/R/NC Gov
Product Desc: PAT MCCRORY GOV 4507
Estimate: WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 49	8	10/30/16	10/30/16	Late Run News Late Run News	CM	11:00 PM-12:00 XI (11:00 PM-12:00 XM)	-----S	:30	1	\$200.00	04	0.00	NM	0	\$0.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/24/1610/30/16-----S1\$200.000.00</div></div>															
<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	8	10/24/16-10/30/16		Late Run News		11:00 PM-12:00 X	11:00 PM-12:00 X-----Su	:30		(\$200.00)		0.00	NM		
Credited															
50	8	10/28/16	10/28/16	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PI (12:00 PM-12:30 PM)	----F--	:30	1	\$100.00	04	0.00	NM	1	\$100.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/24/1610/30/16----F--1\$100.000.00</div></div>															
N 51	8	10/05/16	11/02/16	Wednesday Prime Hour LETHAL WEAPON	CM	8p-9p	--1----	:30	1	\$500.00	04	0.00	NM	4	\$2,000.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/03/1610/09/16--1----1\$500.000.00</div><div>Week: 10/10/1610/16/16--1----1\$500.000.00</div><div>Week: 10/17/1610/23/16--1----1\$500.000.00</div><div>Week: 10/24/1610/30/16-----0\$2,000.000.00</div><div>Week: 10/31/1611/06/16--1----1\$500.000.00</div></div>															
N 52	8	10/16/16	10/16/16	NFL Reg Ssn Pre Gm PANTHERS PRE GAME	CM	Various	-----S	:30	1	\$900.00	04	0.00	NM	1	\$900.00
<div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/10/1610/16/16-----S1\$900.000.00</div></div>															
													Totals	267	\$129,590.00