

## ORDER



WGHP-TV

## Orders

Order / Rev: **367572**  
 Alt Order #: **08346726**  
 Product Desc: **MCCRORY GOV 4507**  
 Estimate: **4507**  
 Flight Dates: **09/05/16 - 10/02/16**  
 Original Date / Rev: **08/12/16 / 09/29/16**  
 Order Type: **GENERAL**

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

Revision

## Agency

Name: **Strategic Media Placement**  
 Buying Contact:  
 Billing Contact:  
 7669 Staggers Loop  
 Delaware, OH 43015

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

## Advertiser

Name: **McCrorry, 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
08/29/16	09/25/16	123	\$34,760.00	\$29,546.00
09/26/16	10/02/16	43	\$21,845.00	\$18,568.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	123	\$34,760.00	\$29,546.00	0.00
October 2016	43	\$21,845.00	\$18,568.25	0.00
Totals	166	\$56,605.00	\$48,114.25	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%	\$56,605.00
Market	100%	\$226,420.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	27%	\$61,133.40
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$2,264.20
WUNL	0%	\$0.00
WXII	40%	\$90,568.00
WXLV	7%	\$15,849.40

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/05/16	09/23/16	M-F 6a-7a M-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	11111--	:30	5	\$250.00	04	0.00	NM	13	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/05/16	09/11/16	11111--			5		\$250.00			0.00			
		Week: 09/12/16	09/18/16	1111---			4		\$250.00			0.00			
		Week: 09/19/16	09/25/16	1111---			4		\$250.00			0.00			
E 2	8	09/26/16	09/30/16		CM	6:00 AM-7:00 AM	1-1-1--	:30	3	\$300.00	04	0.00	NM	2	\$600.00

WGHP-TV

Order / Rev: 367572  
Alt Order #: 08346726  
Flight Dates: 09/05/16 - 10/02/16

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	09/05/16	09/23/16	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	11111--	:30	5	\$275.00	04	0.00	NM	12	\$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: 09/05/16	09/11/16	1111---					4	\$275.00		0.00			
		Week: 09/12/16	09/18/16	111-1--					4	\$275.00		0.00			
		Week: 09/19/16	09/25/16	11-11--					4	\$275.00		0.00			
E 13	8	09/26/16	09/30/16	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	1-11---	:30	3	\$300.00	04	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	1-11---					3	\$300.00		0.00			
E 14	8	09/05/16	09/23/16	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	11111--	:30	5	\$275.00	04	0.00	NM	12	\$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: 09/05/16	09/11/16	1-111--					4	\$275.00		0.00			
		Week: 09/12/16	09/18/16	11-11--					4	\$275.00		0.00			
		Week: 09/19/16	09/25/16	111-1--					4	\$275.00		0.00			
E 15	8	09/26/16	09/30/16	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	11-1---	:30	3	\$300.00	04	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	11-1---					3	\$300.00		0.00			
E 16	8	09/05/16	09/23/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	11111--	:30	5	\$350.00	04	0.00	NM	12	\$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: 09/05/16	09/11/16	-1111--					4	\$350.00		0.00			
		Week: 09/12/16	09/18/16	11-11--					4	\$350.00		0.00			
		Week: 09/19/16	09/25/16	1111---					4	\$350.00		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>		
9	8	09/19/16-09/25/16		M-F 6p-630p		6:00 PM-6:30 PM	MTWTh-----	:30		\$300.00		0.00	NM		
		LUR rebate													
10	8	09/19/16-09/25/16		M-F 6p-630p		6:00 PM-6:30 PM	MTWTh-----	:30		\$300.00		0.00	NM		
		LUR rebate													
11	8	09/19/16-09/25/16		M-F 6p-630p		6:00 PM-6:30 PM	MTWTh-----	:30		\$300.00		0.00	NM		
		LUR rebate													
12	8	09/19/16-09/25/16		M-F 6p-630p		6:00 PM-6:30 PM	MTWTh-----	:30		\$300.00		0.00	NM		
		LUR rebate													
E 17	8	09/26/16	09/30/16	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	1-1-1--	:30	3	\$350.00	04	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	1-1-1--					3	\$350.00		0.00			
E 18	8	09/10/16	09/24/16	Sa 6p-7p Sa 6p-7p	CM	6:00 PM-7:00 PM	-----2-	:30	2	\$90.00	04	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	-----2-					2	\$90.00		0.00			
		Week: 09/12/16	09/18/16	-----2-					2	\$90.00		0.00			
		Week: 09/19/16	09/25/16	-----2-					2	\$90.00		0.00			
E 19	8	09/25/16	09/25/16	Su 6p-7p Su 6p-7p	CM	6:00 PM-7:00 PM	-----2	:30	2	\$125.00	04	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----2					2	\$125.00		0.00			
E 20	8	09/05/16	09/23/16	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	11111--	:30	5	\$450.00	04	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	111-1--					4	\$450.00		0.00			
		Week: 09/12/16	09/18/16	-11----					2	\$450.00		0.00			
		Week: 09/19/16	09/25/16	1111---					4	\$450.00		0.00			
E 21	8	09/26/16	09/30/16	M-F 10p-11p M-F 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-111---	:30	3	\$450.00	04	0.00	NM	3	\$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: 09/26/16	10/02/16	-111---					3	\$450.00		0.00			
E 22	8	09/11/16	09/25/16		CM	10:00 PM-10:30 PM	PI-----2	:30	2	\$350.00	04	0.00	NM	6	\$2,100.00

Order / Rev: 367572  
 Alt Order #: 08346726  
 Flight Dates: 09/05/16 - 10/02/16

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Su 10p-11p															
SUN 10p-1030p (10:00 PM-10:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/05/16	09/11/16	-----2		2			\$350.00			0.00			
		Week: 09/12/16	09/18/16	-----2		2			\$350.00			0.00			
		Week: 09/19/16	09/25/16	-----2		2			\$350.00			0.00			
E 23	8	09/29/16	09/29/16	Thursday Prime ROSEWOOD	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$650.00	04	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	---1---		1			\$650.00			0.00			
E 24	8	10/02/16	10/02/16	NFL Reg Ssn Local Tm PANTHERS vs FALCONS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----1		1			\$6,000.00			0.00			
E 25	8	10/02/16	10/02/16	NFL Reg Ssn Late Gm COWBOYS vs 49ERS	CM	4:00 PM-7:15 PM (4:00 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: 09/26/16	10/02/16	-----2		2			\$2,000.00			0.00			
E 26	8	10/02/16	10/02/16	NFL Reg Ssn Post Gm PANTHERS POST GAME	CM	7:15 PM-8:00 PM (7:15 PM-8:00 PM)	-----1	:30	1	\$1,795.00	03	0.00	NM	1	\$1,795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----1		1			\$1,795.00			0.00			
E 27	8	09/18/16	09/18/16	NFL Reg Ssn Local Tm PANTHERS vs 49ERS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,250.00	04	0.00	NM	1	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----1		1			\$6,250.00			0.00			
E 28	8	09/18/16	09/18/16	NFL Reg Ssn Post Gm PANTHERS POST GAME	CM	4:15 PM-5:00 PM (4:15 PM-5:00 PM)	-----1	:30	1	\$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: 09/12/16	09/18/16	-----1		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	09/12/16-09/18/16		NFL Reg Ssn Post Gm		4:15 PM-5:00 PM	4:15 PM-5:00 P-----Su	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
N 29	8	09/25/16	09/25/16	NFL Reg Ssn Post Gm PANTHERS POST GAME	CM	4:15 PM-5:00 PM (4:15 PM-5:00 PM)	-----1	:30	1	\$1,200.00	04	0.00	NM	1	\$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: 09/19/16	09/25/16	-----1		1			\$1,200.00			0.00			
N 30	8	10/02/16	10/02/16	FOX NFL Kickoff FOX NFL Kickoff	CM	11:00 AM-12:00 PM (11:00 AM-12:00 PM)	-----S	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S		1			\$250.00			0.00			
N 31	8	10/02/16	10/02/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----S	:30	1	\$500.00	04	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: 09/26/16	10/02/16	-----S		1			\$500.00			0.00			
N 32	8	10/01/16	10/01/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----S-	:30	2	\$450.00	04	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S-		2			\$450.00			0.00			
N 33	8	10/01/16	10/01/16	ACC Football Pre Gm ACC FootBall Pre Gm	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-----S-	: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: 09/26/16	10/02/16	-----S-		1			\$200.00			0.00			
N 34	8	10/02/16	10/02/16	FOX News Sunday FOX News Sunday	CM	9a-10a	-----S	:30	1	\$65.00	04	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S		1			\$65.00			0.00			
N 35	8	10/02/16	10/02/16	Su 10p-11p SUN 10p-11p	CM	10p-1045p	-----S	:30	2	\$350.00	04	0.00	NM	0	\$0.00

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 Alt Order #: 08346726  
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 Product Desc: MCCRORY GOV 4507  
 Estimate: 4507

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 35	8	10/02/16	10/02/16	Su 10p-11p SUN 10p-11p	CM	10p-1045p	-----S	:30	2	\$350.00	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:	09/26/16	10/02/16	-----S		2			\$350.00	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	09/26/16-10/02/16			Su 10p-11p		10p-1045p	-----Su	:30		(\$350.00)	0.00	NM	
	Credited														
	2	8	09/26/16-10/02/16			Su 10p-11p		10p-1045p	-----Su	:30		(\$350.00)	0.00	NM	
	Credited														
N 36	8	09/28/16	09/30/16	M-F 430a-5a M-F 430a-5a	CM	430a-5a	--WTF--	:30	3	\$15.00	04	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	--WTF--		3			\$15.00	0.00					
N 37	8	09/30/16	09/30/16	Friday Football Frenzy Friday Football Frenzy	CM	11p-1130p	----F--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	----F--		1			\$250.00	0.00					
N 38	8	09/30/16	09/30/16	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	----F--	:30	1	\$70.00	04	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	----F--		1			\$70.00	0.00					
N 39	8	09/30/16	09/30/16	M-F 12a-1230a EXTRA	CM	12a-1230a	----F--	:30	1	\$30.00	04	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	----F--		1			\$30.00	0.00					
N 40	8	09/30/16	09/30/16	M-F 8a-9a FRI 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	----F--	: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:	09/26/16	10/02/16	----F--		1			\$200.00	0.00					
N 41	8	09/30/16	09/30/16	Friday Football Frenzy Friday Football Frenzy	CM	11p-1130p	----F--	:30	1	\$250.00	04	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	----F--		1			\$250.00	0.00					
N 42	8	10/02/16	10/02/16	Su 10p-11p SUN 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----S	:30	1	\$400.00	04	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:	09/26/16	10/02/16	-----S		1			\$400.00	0.00					
Totals														166	\$56,605.00