

ORDER

WDBJ7

Orders
Order / Rev: 38056
Alt Order #: 07965467
Product Desc: NANCY DYE 4 SENATE
Estimate:
Flight Dates: 10/08/15 - 10/14/15
Original Date / Rev: 10/12/15 / 10/12/15
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: MATTHEW NORTEN
Sales Office: Poli
Sales Region: Pol

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

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

Advertiser Name: POLI / N DYE/R/SEN/VA
Demographic: W25-54
Product Codes: PL3
Priority: P1
Revenue Codes: AGY, POL HRP, POL CAND

New Business Thru:
Order Separation: 00:04:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/05/15	10/14/15	73	\$21,395.00	\$18,185.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	73	\$21,395.00	\$18,185.75	0.00
Totals	73	\$21,395.00	\$18,185.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATTHEW NORTEN			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDBJ Television Inc.	61%	\$21,395.00
Market	100%	\$35,073.77

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	1%	\$350.74
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	11%	\$3,858.11
WFXR	11%	\$3,858.11
WPXR	0%	\$0.00
WSET	11%	\$3,858.11
WLSL	5%	\$1,753.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDBJ7	10/08/15	10/09/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	---TF--	:30	3	\$205.00	P1	0.00	NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/05/15	10/11/15	---TF--			3		\$205.00		0.00				
2	WDBJ7	10/12/15	10/14/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MTW----	:30	3	\$205.00	P1	0.00	NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDBJ	10/12/15	10/14/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MTW----	:30	3	\$205.00	P1	0.00	NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$205.00		0.00			
3	WDBJ	10/08/15	10/09/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	---TF--	:30	4	\$140.00	P1	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					4	\$140.00		0.00			
4	WDBJ	10/12/15	10/14/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	MTW----	:30	6	\$140.00	P1	0.00	NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					6	\$140.00		0.00			
5	WDBJ	10/08/15	10/09/15	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	---TF--	:30	1	\$120.00	IP	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					1	\$120.00		0.00			
6	WDBJ	10/12/15	10/14/15	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	MTW----	:30	3	\$120.00	IP	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$120.00		0.00			
7	WDBJ	10/08/15	10/09/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	---TF--	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					2	\$150.00		0.00			
8	WDBJ	10/12/15	10/14/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MTW----	:30	3	\$150.00	P1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$150.00		0.00			
10	WDBJ	10/12/15	10/14/15	M-F 4-5P ELLEN	CM	M-F 4-5P	MTW----	:30	4	\$55.00	IP	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					4	\$55.00		0.00			
11	WDBJ	10/08/15	10/09/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	---TF--	:30	2	\$360.00	P1	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					2	\$360.00		0.00			
12	WDBJ	10/12/15	10/14/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	MTW----	:30	3	\$360.00	P1	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$360.00		0.00			
13	WDBJ	10/08/15	10/09/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	---TF--	:30	2	\$475.00	IP	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					2	\$475.00		0.00			
14	WDBJ	10/12/15	10/14/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	MTW----	:30	3	\$475.00	IP	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$475.00		0.00			
16	WDBJ	10/12/15	10/14/15	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$405.00		0.00			
17	WDBJ	10/08/15	10/09/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P (7:30 PM-8:00 PM)	---TF--	:30	1	\$405.00	IP	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	---TF--					1	\$405.00		0.00			
18	WDBJ	10/12/15	10/14/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WDBJ7	10/12/15	10/14/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$405.00		0.00			
20	WDBJ7	10/12/15	10/14/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	MTW----	:30	3	\$285.00	IP	0.00	NM	3	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	MTW----					3	\$285.00		0.00			
22	WDBJ7	10/11/15	10/11/15	SUN 1030-1130A SUN 1030-1130A	CM	SUN 1030-1130A (10:30 AM-11:30 AM)	-----1	:30	1	\$60.00	IP	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----1					1	\$60.00		0.00			
23	WDBJ7	10/11/15	10/11/15	VT COACHES SHOW VT COACHES SHOW	CM	SU 1130A - 12P	-----1	:30	1	\$30.00	IP	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: 10/05/15	10/11/15	-----1					1	\$30.00		0.00			
25	WDBJ7	10/13/15	10/13/15	TUE HOUR 2 NCIS: NEW ORLEANS	CM	TUE 9-10P	-2-----	:30	2	\$880.00	P1	0.00	NM	2	\$1,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	-2-----					2	\$880.00		0.00			
26	WDBJ7	10/14/15	10/14/15	WED HOUR 2 WED 9-10P	CM	WED 9-10P	--2----	:30	2	\$835.00	P1	0.00	NM	2	\$1,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	--2----					2	\$835.00		0.00			
28	WDBJ7	10/11/15	10/11/15	SUN 830-930P SUN 830-930P	CM	SUN 830-930P	-----2	:30	2	\$405.00	IP	0.00	NM	2	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----2					2	\$405.00		0.00			
N 29	WDBJ7	10/11/15	10/11/15	SUN 730-830P SUN 730-830P	CM	SUN 730-830P	-----1	:30	1	\$470.00	IP	0.00	NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----1					1	\$470.00		0.00			
30	WDBJ7	10/12/15	10/12/15	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	M-----	:30	1	\$55.00	IP	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	M-----					1	\$55.00		0.00			
31	WDBJ7	10/09/15	10/09/15	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	----F--	:30	1	\$55.00	IP	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	----F--					1	\$55.00		0.00			
32	WDBJ7	10/09/15	10/09/15	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	----F--	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	----F--					1	\$175.00		0.00			
33	WDBJ7	10/09/15	10/09/15	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	----F--	:30	1	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	----F--					1	\$525.00		0.00			
34	WDBJ7	10/09/15	10/09/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	----F--	:30	1	\$405.00	P1	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	----F--					1	\$405.00		0.00			
35	WDBJ7	10/10/15	10/10/15	SA 11-1135P NEWS 7 AT 11 SATURDAY	CM	SA 11-1135P	-----S-	:30	1	\$205.00	P1	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----S-					1	\$205.00		0.00			
36	WDBJ7	10/10/15	10/10/15	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----S-	:30	2	\$125.00	P1	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>			

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WDBJ Television Inc.

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36	WDBJ7	10/10/15	10/10/15	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----S-	:30	2	\$125.00	P1	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: 10/05/15	10/11/15	-----S-		2				\$125.00		0.00			
37	WDBJ7	10/11/15	10/11/15	NFL GAME 1 NFL GAME 1	CM	SUN 1-4P	-----S	:30	1	\$835.00	P1	0.00	NM	1	\$835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----S		1				\$835.00		0.00			
38	WDBJ7	10/11/15	10/11/15	NFL GAME 2 NFL GAME 2	CM	SUN 4-7P	-----S	:30	1	\$1,060.00	P1	0.00	NM	1	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/15	10/11/15	-----S		1				\$1,060.00		0.00			
39	WDBJ7	10/12/15	10/12/15	M-F 4-5P ELLEN	CM	M-F 4-5P	M-----	:30	1	\$110.00	P1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	M-----		1				\$110.00		0.00			
40	WDBJ7	10/12/15	10/12/15	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	M-----	:30	1	\$100.00	P1	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: 10/12/15	10/18/15	M-----		1				\$100.00		0.00			
N41	WDBJ7	10/13/15	10/14/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	-TW----	:30	1	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	-TW----		1				\$525.00		0.00			
N42	WDBJ7	10/13/15	10/14/15	M-F 1230P-2P M-F 1230P-2P	CM	M-F 1230P-2P	-TW----	:30	2	\$175.00	P1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	-TW----		2				\$175.00		0.00			
													Totals	73	\$21,395.00

REP HEADLINE# 7965467 TRF# 38056 REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT RISK !!! OCT12/15 15.54
\$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION *** WDBJ-TV ***

ADV # ADV. NAME POLI/N DYE/R/SEN/VA REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME SCOTT FRANKLIN
7669 STAGERS LOOP SALES PRSN WA- MATTHEW NORTEN (H)
DELAWARE, OH 43015

ORDER # CONTRACT # 7965467 CLASS: NATL. LOCAL REGIONAL
PRDCT NANCY DYE 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT8/15 OCT14/15 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT12/15 15.54

REP: 10/12 REV
M3 OK'D AS LINES 42-43
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MATT

STA:

CON CM NANCY DYE FOR SENATE

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M3 OK'D BUY#15 MISSED:TH-F/700P-730P OCT9 30S \$405.00 (OCT12/15)
BUY#29 SUN/730P-830P OCT11 30S \$470.00
OFFER:TU-W/700P-800P OCT13 30S \$525.00 PLS ADVISE.
& TU-W/1230P-200P OCT13 (2/WK) 30S \$175.00
CMT:RATE

CONTRACT TOTAL 21395.00
TOTAL SPOTS 73

