

ORDER



WSMV

Orders
Order / Rev: 762202
Alt Order #:
Product Desc: 21 - Darren Jernigan
Estimate: 166-Jernigan Network 11.3-11.8
Flight Dates: 11/03/16 - 11/08/16
Original Date / Rev: 11/02/16 / 11/02/16
Order Type: GENERAL

Primary AE: House-WSMV Local
Sales Office: WSMV
Sales Region: Local

Agency
Name: Fletcher Rowley Inc
Buying Contact: Kati Bumgardner
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203-2607

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

Advertiser
Name: Darren Jernigan For State Representa
Demographic: A35+
Product Codes: Political-Cand-State-House
Priority: SPP
Revenue Codes: POL, PLC, POL LPL

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	7	\$2,825.00	\$2,401.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	7	\$2,825.00	\$2,401.25	0.00
Totals	7	\$2,825.00	\$2,401.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House-WSMV Local			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSMV	11/08/16	11/08/16	M-F News 4 Today @ 6 CM		558am-658am	-T-----	:30	1	\$350.00	SPP	0.00	NM	1	\$650.00
				Ch. 4 News Today 6-7am											
		<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	-T-----		1				\$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	WSMV	11/07/16-11/13/16	M-F News 4 Today @ 6		558am-658am		-T-----	:30	\$650.00		0.00	NM		
N 2	WSMV	11/03/16	11/03/16	Today Show 1	CM	658-9AM	---T---	:30	1	\$300.00	SPP	0.00	NM	0	\$0.00
				Today Show 7-9am											
		<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	---T---		1				\$300.00		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	WSMV	10/31/16-11/06/16	Today Show 1		658-9AM		---Th----	:30	(\$300.00)		0.00	NM		
				Credited											
N 3	WSMV	11/04/16	11/04/16	M-F 11a-12p	CM	11am-12pm	----F--	:30	1	\$250.00	SPP	0.00	NM	1	\$250.00
				TIN											
		<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	----F--		1				\$250.00		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	WSMV	10/31/16-11/06/16	M-F 11a-12p		11am-12pm		----F--	:30	\$250.00		0.00	NM		
N 4	WSMV	11/03/16	11/03/16	M-F 6-630pm	CM	6-630pm	---T---	:30	1	\$525.00	SPP	0.00	NM	0	\$0.00
				CH. 4 NEWS @ 6											
		<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	---T---		1				\$525.00		0.00			

Order / Rev: 762202
 Alt Order #:
 Flight Dates: 11/03/16 - 11/08/16

Advertiser: Darren Jernigan For State Representativ
 Product Desc: 21 - Darren Jernigan
 Estimate: 166-Jernigan Network 11.3-11.8
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WSMV	11/03/16	11/03/16	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	---T---	:30	1	\$525.00	SPP	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 ---T--- 1 \$525.00 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 WSMV 10/31/16-11/06/16 M-F 6-630pm 6-630pm ---Th----- :30 (\$525.00) 0.00 NM Credited															
N 5	WSMV	11/07/16	11/07/16	M-F Late News M-F 10P NEWS	CM	10P-1035P	M-----	:30	1	\$750.00	SPP	0.00	NM	1	\$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: 11/07/16 11/13/16 M----- 1 \$750.00 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 WSMV 11/07/16-11/13/16 M-F Late News 10P-1035P M----- :30 \$1,100.00 0.00 NM															
N 6	WSMV	11/05/16	11/05/16	SA Today Show 7-9a Sat Today Show	CM	Sat 7a-830a or 7a	-----S-	:30	1	\$300.00	SPP	0.00	NM	1	\$90.00
<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 -----S- 1 \$300.00 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 WSMV 10/31/16-11/06/16 SA Today Show 7-9a Sat 7a-830a or 7a -----Sa-- :30 \$90.00 0.00 NM															
N 7	WSMV	11/05/16	11/05/16	SA 9a News Sat 9a-10a	CM	Sat 9a-10a	-----S-	:30	1	\$350.00	SPP	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: 10/31/16 11/06/16 -----S- 1 \$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 WSMV 10/31/16-11/06/16 SA 9a News Sat 9a-10a -----Sa-- :30 \$200.00 0.00 NM															
N 8	WSMV	11/05/16	11/05/16	SA Channel 4 Weekend @ Ch. 4 News at 5 Saturday	CM	5-530pm	-----S-	:30	1	\$185.00	PMT	0.00	NM	1	\$185.00
<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 -----S- 1 \$185.00 0.00															
N 9	WSMV	11/03/16	11/04/16	M-F News 4 Today @ 5 M-F 5-6a	CM	M-F 5a-6a	---TF--	:30	1	\$350.00	PMT	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: 10/31/16 11/06/16 ---TF-- 1 \$350.00 0.00															
													Totals	7	\$2,825.00

Jernigan

762202

Spot Status	Priority	Line#	Spot #	Inventory Code	Times	Internal Rate 1	Length	Air Date
10/31/16								
Displaced	SPP	2	1	Today Show 1	658-9AM	\$300.00	:30	11/03/16
Displaced	SPP	7	1	SA 9a News	Sat 9a-10a	\$350.00	:30	11/05/16
Displaced	SPP	6	1	SA Today Show 7-9a	Sat 7a-830a or 7a-9a	\$300.00	:30	11/05/16
Displaced	SPP	3	1	M-F 11a-12p	11am-12pm	\$250.00	:30	11/04/16
Displaced	SPP	4	1	M-F 6-630pm	6-630pm	\$525.00	:30	11/03/16
			5			1725		
11/07/16								
Displaced	SPP	1	1	M-F News 4 Today @ 6	558am-658am	\$350.00	:30	11/08/16
Displaced	SPP	5	1	M-F Late News	10P-1035P	\$750.00	:30	11/07/16
			2			1100		
			7			\$2,825.00		

need rate	diff	note
\$225		\$75
\$200		\$150
\$90		\$210
\$250		\$0 PMT
\$800		\$275 PMT
		\$160
\$650		\$300 PMT
\$1,100		\$350 PMT
		-\$650

-\$490

Spot Status	Priority	Line#	Spot #	Inventory Code	Times	Internal Rate 1	Length	Air Date
10/31/16								
Displaced	SPP	2	1	Today Show 1	658-9AM	\$300.00	:30	11/03/16
Displaced	SPP	7	1	SA 9a News	Sat 9a-10a	\$350.00	:30	11/05/16
Displaced	SPP	6	1	SA Today Show 7-9a	Sat 7a-830a or 7a-9a	\$300.00	:30	11/05/16
Displaced	SPP	3	1	M-F 11a-12p	11am-12pm	\$250.00	:30	11/04/16
Displaced	SPP	4	1	M-F 6-630pm	6-630pm	\$525.00	:30	11/03/16
			5			1725		
11/07/16								
Displaced	SPP	1	1	M-F News 4 Today @ 6	558am-658am	\$350.00	:30	11/08/16
Displaced	SPP	5	1	M-F Late News	10P-1035P	\$750.00	:30	11/07/16
			2			1100		
			7			\$2,825.00		

need rate	diff	note
\$0		\$300
\$200		\$150
\$90		\$210
\$250		\$0 PMT
\$0		\$525 PMT
		\$1,185
\$650		-\$300 PMT
\$1,100		-\$350 PMT
		-\$650

\$535

ADD

Sat 5p
Th-F 5a

\$185 PMT
\$350 PMT

wk of 10/31

\$535
\$0

162302

New Order

Agency: Fletcher Rowley, Inc. Station: WSMV-TV Flight Start: 11/02/2016
 Office: Nashville Order Type: Normal Flight End: 11/08/2016
 Client: 21 - Darren Jernigan Cancel Date: Hiatus:
 Product: 39 - Network
 Piggyback Product: 166 - Jernigan Network 11.3-11.8 Received in ePort: 11/2/2016 12:27:11 PM

Airtime Dollars: \$2,825.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$2,825.00
 Total Spots: 7

Primary Demo: Local
 Demo 2: WSMV-TV
 Demo 3: Paul Scott
 GRP: 0.00
 CPP: \$0.00
 GIMP: 0
 CPM: \$0.00
 Comments: Separation: 15
 Local/National: Local
 Rep Office: WSMV-TV
 AE: Paul Scott
 Phone: 5545260
 OrderID: New
 Status:

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	11/2	11/3	11/4	11/5	11/6	11/7	11/8	Total Spots	Rtg	CPP	Imp	CPM
1	WThFM Tu 6A-7A Channel 4 News 6AM	EM	\$350.00	C	30	0	0	0	0	0	0	1	1				
2	WThFM Tu 7A-9A The Today Show	EM	\$300.00	C	30	0	1	0	0	0	0	0	1				
3	WThFM Tu 11A-12P Today in Nashville	DT	\$250.00	C	30	0	0	1	0	0	0	0	1				
4	WThFM Tu 6P-6:30P Channel 4 News 6PM	EN	\$525.00	C	30	0	1	0	0	0	0	0	1				
5	WThFM Tu 10P-10:35P Channel 4 News 10PM	LN	\$750.00	C	30	0	0	0	0	0	1	0	1				
6	Sa 7A-9A Saturday Today Show	WK	\$300.00	C	30	0	0	0	1	0	0	0	1				
7	Su 9A-10A Meet the Press	WK	\$350.00	C	30	0	0	0	0	1	0	0	1				

Total Spots: 0 2 1 1 1 1 1 1

Cash\$ - Spots: \$2,825.00 - 7 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$2,825.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00