

ORDER

WDBJ7

Orders
Order / Rev: 32421
Alt Order #: 07342473
Product Desc: VIRGINIA PROGRESS
Estimate:
Flight Dates: 09/23/14 - 09/29/14
Original Date / Rev: 09/03/14 / 09/17/14
Order Type: GENERAL

WDBJ Television Inc.

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

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 100 N. 20TH STREET SUITE 201
 Philadelphia, PA 19103

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

Advertiser
Name: ISS / VA PROGRESS
Demographic: A35+
Product Codes: PL1
Priority: ISSUE
Revenue Codes: AGY, POL HRP, POL ISS

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
09/22/14	09/29/14	40	\$41,510.00	\$35,283.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	34	\$35,930.00	\$30,540.50	0.00
October 2014	6	\$5,580.00	\$4,743.00	0.00
Totals	40	\$41,510.00	\$35,283.50	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

	Share	Total
WDBJ Television Inc.	50%	\$41,510.00
Market	100%	\$83,020.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	9%	\$7,471.80
WPXR	0%	\$0.00
WSET	25%	\$20,755.00
WSLS	16%	\$13,283.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDBJ7	09/23/14	09/26/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	-TWTF--	:30	4	\$645.00	ISSUI	0.00	NM	4	\$2,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-TWTF--			4			\$645.00		0.00			
E 2	WDBJ7	09/29/14	09/29/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	1-----	:30	1	\$645.00	ISSUI	0.00	NM	1	\$645.00

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 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDBJ7	09/29/14	09/29/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	1-----	:30	1	\$645.00	ISSU	0.00	NM	1	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/29/14	10/05/14	1-----		1			\$645.00	0.00					
E 3	WDBJ7	09/24/14	09/25/14	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	--WT---	:30	2	\$565.00	ISSU	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	--WT---		2			\$565.00	0.00					
E 4	WDBJ7	09/29/14	09/29/14	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	1-----	:30	1	\$565.00	ISSU	0.00	NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/29/14	10/05/14	1-----		1			\$565.00	0.00					
E 5	WDBJ7	09/23/14	09/26/14	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-T-TF--	:30	3	\$1,390.00	ISSU	0.00	NM	3	\$4,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	-T-TF--		3			\$1,390.00	0.00					
E 6	WDBJ7	09/23/14	09/26/14	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	-TWTF--	:30	4	\$1,390.00	ISSU	0.00	NM	4	\$5,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	-TWTF--		4			\$1,390.00	0.00					
E 7	WDBJ7	09/29/14	09/29/14	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	1-----	:30	1	\$1,390.00	ISSU	0.00	NM	1	\$1,390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/29/14	10/05/14	1-----		1			\$1,390.00	0.00					
E 8	WDBJ7	09/23/14	09/26/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	-TWTF--	:30	4	\$1,425.00	ISSU	0.00	NM	3	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	-TWTF--		3			\$1,425.00	0.00					
E 9	WDBJ7	09/29/14	09/29/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	1-----	:30	1	\$1,425.00	ISSU	0.00	NM	1	\$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:	09/29/14	10/05/14	1-----		1			\$1,425.00	0.00					
E 12	WDBJ7	09/25/14	09/25/14	THURS NFL THURS NFL	CM	THURS NFL	---1---	:30	1	\$2,550.00	ISSU	0.00	NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	---1---		1			\$2,550.00	0.00					
E 14	WDBJ7	09/23/14	09/26/14	M-F 1135P-1235A LATE SHOW WITH DAVID LET(11:35 PM-12:05 XM)	CM	M-F 1135P-1235A	-TWTF--	:30	4	\$445.00	ISSU	0.00	NM	2	\$890.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	-TWTF--		4			\$445.00	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	WDBJ7	09/22/14-09/28/14	M-F 1135P-1235A		M-F 1135P-1235A	11:35 PM-12:05-TwThF----	:30		(\$445.00)	0.00	NM			
	Credited [cancelled per hrp]														
	4	WDBJ7	09/22/14-09/28/14	M-F 1135P-1235A		M-F 1135P-1235A	11:35 PM-12:05-TwThF----	:30		(\$445.00)	0.00	NM			
	Credited [cancelled per hrp]														
E 15	WDBJ7	09/29/14	09/29/14	M-F 1135P-1235A LATE SHOW WITH DAVID LET(11:35 PM-12:05 XM)	CM	M-F 1135P-1235A	1-----	:30	1	\$445.00	ISSU	0.00	NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/29/14	10/05/14	1-----		1			\$445.00	0.00					
E 16	WDBJ7	09/23/14	09/26/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-T-TF--	:30	3	\$1,110.00	ISSU	0.00	NM	3	\$3,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/22/14	09/28/14	-T-TF--		3			\$1,110.00	0.00					

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Advertiser: ISS / VA PROGRESS
 Product Desc: VIRGINIA PROGRESS
 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDBJ7	09/23/14	09/26/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-T-TF--	:30	3	\$1,110.00	ISSUI	0.00	NM	3	\$3,330.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -T-TF-- 3 \$1,110.00 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 WDBJ7 09/22/14-09/28/14 M-F 11-1135P M-F 11-1135P -T-ThF---- :30 (\$1,110.00) 0.00 NM See MG 16.4 [NEWS WILL RUN LATE DUE TO NFL] 4 WDBJ7 09/29/14-09/29/14 M-F 11-1135P M-F 11-1135P M----- :30 \$1,110.00 0.00 NM (M) MG for 16.2 09/25															
E 17	WDBJ7	09/28/14	09/28/14	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----2	:30	2	\$565.00	ISSUI	0.00	NM	2	\$1,130.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -----2 2 \$565.00 0.00															
E 18	WDBJ7	09/28/14	09/28/14	SUN 8-9A NEWS 7 SUNDAY MORNING	CM	8-9A	-----2	:30	2	\$580.00	ISSUI	0.00	NM	2	\$1,160.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -----2 2 \$580.00 0.00															
E 19	WDBJ7	09/27/14	09/27/14	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----2-	:30	2	\$490.00	ISSUI	0.00	NM	2	\$980.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -----2- 2 \$490.00 0.00															
E 20	WDBJ7	09/27/14	09/27/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$415.00	ISSUI	0.00	NM	1	\$415.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -----1- 1 \$415.00 0.00															
N 21	WDBJ7	09/26/14	09/26/14	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	----F--	:30	1	\$1,425.00	ISSUI	0.00	NM	1	\$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: 09/22/14 09/28/14 ----F-- 1 \$1,425.00 0.00															
N 22	WDBJ7	09/24/14	09/24/14	WED PRIME SPECIAL WED PRIME SPECIAL	CM	WED PRIME SPE (9:30 PM-11:00 PM)	--1----	:30	1	\$1,725.00	ISSUI	0.00	NM	1	\$1,725.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 --1---- 1 \$1,725.00 0.00															
N 23	WDBJ7	09/24/14	09/24/14	WED PRIME SPECIAL WED PRIME SPECIAL	CM	WED PRIME SPE (8:00 PM-9:30 PM)	--1----	:30	1	\$2,880.00	ISSUI	0.00	NM	1	\$2,880.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 --1---- 1 \$2,880.00 0.00															
N 24	WDBJ7	09/28/14	09/28/14	SUN HOUR 1 SUN 7-8P	CM	SUN 7-8P	-----1	:30	1	\$1,950.00	ISSUI	0.00	NM	1	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 -----1 1 \$1,950.00 0.00															
N 25	WDBJ7	09/25/14	09/25/14	DAVID LETTERMAN (LATE) DAVID LETTERMAN LATE	CM	1205A-107A (12:05 XM-1:05 XM)	---T---	:30	1	\$445.00	ISSUI	0.00	NM	1	\$445.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 ---T--- 1 \$445.00 0.00															
N 26	WDBJ7	09/26/14	09/26/14	DAVID LETTERMAN (LATE) DAVID LETTERMAN LATE	CM	1205A-107A (11:45 PM-12:45 XM)	----F--	:30	1	\$445.00	ISSUI	0.00	NM	1	\$445.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/22/14 09/28/14 ----F-- 1 \$445.00 0.00															
													Totals	40	\$41,510.00

REP HEADLINE# 7342473 TRF# 32421 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP24/14 08.23
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** WDBJ-TV ***

ADV # _____ ADV. NAME ISS/VIRGINIA PROGRESS REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME BJ WHITTAKER
 100 N. 20TH STREET SUITE 201 SALES PRSN WA- MATTHEW NORTEN (H)
 PHILADELPHIA, PA 19103
 ORDER # _____ CONTRACT # 7342473 CLASS: NATL. LOCAL REGIONAL
 PRDCT VIRGINIA PROGRESS EST# _____ COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP23/14 SEP29/14 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP24/14 08.23

REP: 9/24 REV
 M6 OK'D AS LINE 27
 TTL SAME
 PLEASE CONFIRM
 THANKS! KIM FOR MATT

STA:
 CON CM VIRGINIA PROGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
16	S		1100P-1135P	30		\$1,110.00	9/23	9/26	2		TU,TH-F	2
PROGRAM : 11PM NEWS CON COM1 : 11PM NEWS												
27	A		1100P-1135P	30		\$1,110.00	9/29	9/29	1		MON	1
PROGRAM : 11PM NEWS CON COM1 : 11PM NEWS												

1884
 PROGRAM : 11PM NEWS
 ORD COM1 : NEWS WILL RUN LATE ON 9/25
 THIS IS A MAKE-GOOD FOR SEP25 ON LINE-16 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M6 OK'D BUY#16 MISSED: TU,TH-F/1100P-1135P SEP25 30S \$1,110.00 (SEP23/14)
 OFFER: MON/1100P-1135P SEP29 30S \$1,110.00 PLS ADVISE.
 CMT: NEWS WILL RUN LATE ON 9/25

REP HEADLINE# 7342473 TRF# 32421
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP24/14 08.23
*** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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SEP/14			35930.00	OCT/14		\$5,580.00						
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CONTRACT TOTAL 41510.00
TOTAL SPOTS 40

MARKET TOTALS \$83,020 WDBJ 50% WSET 25% WSLS 16% WFXR 9% CABL 0% WPKR 0% WDRL 0%

WBVA 0% EDBJ 0%

SHARES ARE ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE