

ORDER



Orders
Order / Rev: 253166
Alt Order #: 08086729
Product Desc: Shelby Senator
Estimate: 105111
Flight Dates: 01/05/16 - 01/11/16
Original Date / Rev: 12/24/15 / 12/29/15
Order Type: GENERAL

WHNT-TV

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

Agency Name: Smart Media Group LLC
Buying Contact:
Billing Contact:
 1427 Leslie Ave.
 Alexandria, VA 22301

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

Advertiser Name: Shelby/R/Senator
Demographic: A35+
Product Codes: PL2.j.ii
Priority: 03
Revenue Codes: Agency, General, 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
12/28/15	01/11/16	35	\$32,170.00	\$27,344.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	35	\$32,170.00	\$27,344.50	225.30
Totals	35	\$32,170.00	\$27,344.50	225.30

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
WHNT-TV	49%	\$32,170.00
Market	100%	\$65,653.06

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAAY	14%	\$9,191.43
WAFF	31%	\$20,352.45
WAMY	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WZDX	6%	\$3,939.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	19	01/08/16	01/08/16	M-F 11a-12p Y&R	CM	11a-12p	----F--	1:00	1	\$500.00	03	4.80	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:		01/04/16	01/10/16	----F--			1		\$500.00		4.80				
2	19	01/08/16	01/08/16	M-F 6a-7a News 630a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	1:00	1	\$600.00	03	6.40	NM	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:		01/04/16	01/10/16	----F--			1		\$600.00		6.40				
3	19	01/08/16	01/08/16		CM	8p-9p	----F--	1:00	1	\$1,800.00	03	8.00	NM	1	\$1,800.00

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WHNT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Friday Prime Hour 2 Hawaii Five-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/04/16	01/10/16	----F--					1	\$1,800.00		8.00			
4	19	01/08/16	01/08/16	Friday Prime Hour 3 Blue Bloods	CM	9p-10p	----F--	1:00	1	\$2,400.00	03	10.90	NM	1	\$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:		01/04/16	01/10/16	----F--					1	\$2,400.00		10.90			
5	19	01/11/16	01/11/16	M-F 11a-12p Y&R	CM	11a-12p	M-----	1:00	1	\$500.00	03	4.80	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:		01/11/16	01/17/16	M-----					1	\$500.00		4.80			
6	19	01/11/16	01/11/16	M-F 12p-1230p Noon News	CM	12p-1230p	M-----	1:00	1	\$300.00	03	5.10	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:		01/11/16	01/17/16	M-----					1	\$300.00		5.10			
7	19	01/11/16	01/11/16	M-F 5p-530p News 5p	CM	5p-530p	M-----	1:00	1	\$700.00	03	6.70	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/11/16	01/17/16	M-----					1	\$700.00		6.70			
8	19	01/11/16	01/11/16	M-F 6p-630p News 6p	CM	6p-630p	M-----	1:00	1	\$840.00	03	7.20	NM	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:		01/11/16	01/17/16	M-----					1	\$840.00		7.20			
9	19	01/11/16	01/11/16	M-F 6a-7a News 630a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	1:00	1	\$600.00	03	6.40	NM	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:		01/11/16	01/17/16	M-----					1	\$600.00		6.40			
10	19	01/11/16	01/11/16	Monday Prime Hour 1 Supergirl	CM	7-8p	M-----	1:00	1	\$1,400.00	03	6.20	NM	1	\$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:		01/11/16	01/17/16	M-----					1	\$1,400.00		6.20			
11	19	01/11/16	01/11/16	Monday Prime Hour 2 Scorpion	CM	8p-9p	M-----	1:00	1	\$1,800.00	03	7.90	NM	1	\$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:		01/11/16	01/17/16	M-----					1	\$1,800.00		7.90			
12	19	01/11/16	01/11/16	Monday Prime Hour 3 NCIS LA	CM	9p-10p	M-----	1:00	1	\$1,800.00	03	8.40	NM	1	\$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:		01/11/16	01/17/16	M-----					1	\$1,800.00		8.40			
14	19	01/10/16	01/10/16	Su 10p-1035p News Sun 10p	CM	10p-1035p	-----S	1:00	1	\$1,200.00	03	7.50	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:		01/04/16	01/10/16	-----S					1	\$1,200.00		7.50			
15	19	01/10/16	01/10/16	Sunday Prime Hour 1 60 Minutes	CM	6p-7p	-----S	1:00	1	\$1,200.00	03	5.10	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:		01/04/16	01/10/16	-----S					1	\$1,200.00		5.10			
16	19	01/10/16	01/10/16	Su 8a-930a CBS Sun Morning	CM	8a-930a	-----S	1:00	2	\$600.00	03	7.40	NM	2	\$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:		01/04/16	01/10/16	-----S					2	\$600.00		7.40			
17	19	01/07/16	01/07/16	M-F 10p-1035p News 10p	CM	10p-1035p	---T---	1:00	1	\$1,300.00	03	8.00	NM	1	\$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:		01/04/16	01/10/16	---T---					1	\$1,300.00		8.00			
18	19	01/07/16	01/07/16	M-F 10a-11a Price is Right	CM	10a-11a	---T---	1:00	1	\$500.00	03	4.50	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>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	19	01/07/16	01/07/16	M-F 10a-11a Price is Right	CM	10a-11a	---T---	1:00	1	\$500.00	03	4.50	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:		01/04/16	01/10/16	---T---			1		\$500.00			4.50			
19	19	01/07/16	01/07/16	M-F 12p-1230p Noon News	CM	12p-1230p	---T---	1:00	1	\$300.00	03	5.10	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:		01/04/16	01/10/16	---T---			1		\$300.00			5.10			
20	19	01/07/16	01/07/16	M-F 6a-7a News 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---T---	1:00	1	\$600.00	03	5.60	NM	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:		01/04/16	01/10/16	---T---			1		\$600.00			5.60			
21	19	01/07/16	01/07/16	M-F 6p-630p News 6p	CM	6p-630p	---T---	1:00	1	\$840.00	03	7.20	NM	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:		01/04/16	01/10/16	---T---			1		\$840.00			7.20			
22	19	01/07/16	01/07/16	M-F 6a-7a News 630a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---T---	1:00	1	\$600.00	03	6.40	NM	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:		01/04/16	01/10/16	---T---			1		\$600.00			6.40			
23	19	01/07/16	01/07/16	Thursday Prime Hour 1BC Life in Pieces	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	---T---	1:00	1	\$2,000.00	03	8.00	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:		01/04/16	01/10/16	---T---			1		\$2,000.00			8.00			
24	19	01/07/16	01/07/16	Thursday Prime Hour 2AC Mom	CM	8:00 PM-8:30 PM (8:00 PM-8:30 PM)	---T---	1:00	1	\$1,800.00	03	6.50	NM	1	\$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:		01/04/16	01/10/16	---T---			1		\$1,800.00			6.50			
25	19	01/07/16	01/07/16	Thursday Prime Hour 3 Elementary	CM	9p-10p	---T---	1:00	1	\$1,400.00	03	7.00	NM	1	\$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:		01/04/16	01/10/16	---T---			1		\$1,400.00			7.00			
27	19	01/05/16	01/05/16	M-F 10a-11a Price is Right	CM	10a-11a	-T-----	1:00	1	\$500.00	03	4.50	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:		01/04/16	01/10/16	-T-----			1		\$500.00			4.50			
28	19	01/05/16	01/05/16	M-F 12p-1230p Noon News	CM	12p-1230p	-T-----	1:00	1	\$300.00	03	5.10	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:		01/04/16	01/10/16	-T-----			1		\$300.00			5.10			
29	19	01/05/16	01/05/16	M-F 4p-5p Harvey	CM	4p-5p	-T-----	1:00	1	\$250.00	03	1.80	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:		01/04/16	01/10/16	-T-----			1		\$250.00			1.80			
30	19	01/05/16	01/05/16	M-F 6a-7a News 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-T-----	1:00	1	\$600.00	03	5.60	NM	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:		01/04/16	01/10/16	-T-----			1		\$600.00			5.60			
31	19	01/05/16	01/05/16	M-F 6p-630p News 6p	CM	6p-630p	-T-----	1:00	1	\$840.00	03	7.20	NM	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:		01/04/16	01/10/16	-T-----			1		\$840.00			7.20			
32	19	01/05/16	01/05/16	M-F 6a-7a News 630a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	1:00	1	\$600.00	03	6.40	NM	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:		01/04/16	01/10/16	-T-----			1		\$600.00			6.40			
34	19	01/06/16	01/06/16	M-F 10p-1035p News 10p	CM	10p-1035p	--W----	1:00	1	\$1,300.00	03	8.00	NM	1	\$1,300.00
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
34	19	01/06/16	01/06/16	M-F 10p-1035p News 10p	CM	10p-1035p	--W----	1:00	1	\$1,300.00	03	8.00 NM	1	\$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:		01/04/16	01/10/16	--W----	1		\$1,300.00	8.00						
35	19	01/06/16	01/06/16	M-F 12p-1230p Noon News	CM	12p-1230p	--W----	1:00	1	\$300.00	03	5.10 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:		01/04/16	01/10/16	--W----	1		\$300.00	5.10						
36	19	01/06/16	01/06/16	M-F 5p-530p News 5p	CM	5p-530p	--W----	1:00	1	\$700.00	03	6.70 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		01/04/16	01/10/16	--W----	1		\$700.00	6.70						
37	19	01/06/16	01/06/16	M-F 6a-7a News 630a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--W----	1:00	1	\$600.00	03	6.40 NM	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:		01/04/16	01/10/16	--W----	1		\$600.00	6.40						
												Totals	35	\$32,170.00