

ORDER



Orders
Order / Rev: 256346
Alt Order #: 08088272
Product Desc: Shelby Senator
Estimate: 223301
Flight Dates: 01/26/16 - 02/01/16
Original Date / Rev: 12/29/15 / 01/20/16
Order Type: GENERAL

WHNT-ANTTV

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, 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
12/28/15	01/31/16	7	\$350.00	\$297.50
02/01/16	02/01/16	1	\$50.00	\$42.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	7	\$350.00	\$297.50	54.60
February 2016	1	\$50.00	\$42.50	7.80
Totals	8	\$400.00	\$340.00	62.40

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-ANTTV	49%	\$400.00
Market	100%	\$816.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAAY	14%	\$114.29
WAFF	31%	\$253.06
WAMY	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WZDX	6%	\$48.98

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHNTD	02/01/16	02/01/16	M-F 9p-930p News 9p	CM	9p-930p	M-----	:30	1	\$50.00	03	7.80	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/01/16	02/07/16	M-----			1		\$50.00		7.80				
2	WHNTD	01/28/16	01/28/16	M-F 9p-930p News 9p	CM	9p-930p	---T---	:30	2	\$50.00	03	7.80	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		01/25/16	01/31/16	---T---			2		\$50.00		7.80				

Order / Rev: 256346
 Alt Order #: 08088272
 Flight Dates: 01/26/16 - 02/01/16

Advertiser: Shelby/R/Senator
 Product Desc: Shelby Senator
 Estimate: 223301

WHNT-ANTTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	WHNTD	01/26/16	01/26/16	M-F 9p-930p News 9p	CM	9p-930p	- T- - - - -	:30	2	\$50.00	03	7.80 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/25/16	01/31/16	- T- - - - -		2			\$50.00		7.80			
4	WHNTD	01/27/16	01/27/16	M-F 9p-930p News 9p	CM	9p-930p	- - W- - - -	:30	2	\$50.00	03	7.80 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/25/16	01/31/16	- - W- - - -		2			\$50.00		7.80			
5	WHNTD	01/29/16	01/29/16	M-F 9p-930p News 9p	CM	9p-930p	- - - - F- -	:30	1	\$50.00	03	7.80 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/25/16	01/31/16	- - - - F- -		1			\$50.00		7.80			
Totals													8	\$400.00