

# 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
<b>Totals</b>	<b>8</b>	<b>\$400.00</b>	<b>\$340.00</b>	<b>62.40</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHNT-ANTTV	49%	\$400.00
Market	100%	\$816.33

**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					

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 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