

## ORDER

WDBJ7

**Orders**  
**Order / Rev:** 31991  
**Alt Order #:**  
**Product Desc:** CHAFIN FOR SENATE  
**Estimate:**  
**Flight Dates:** 07/23/14 - 07/29/14  
**Original Date / Rev:** 07/21/14 / 07/21/14  
**Order Type:** GENERAL

## WDBJ Television Inc.

**Primary AE:** House Accounts  
**Sales Office:** Poli  
**Sales Region:** Pol

**Agency Name:** CHAFIN FOR SENATE  
**Buying Contact:**  
**Billing Contact:**  
 P.O. BOX 1210  
 LEBANON, VA 23266-1210

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

**Advertiser Name:** POLI / A CHAFIN / SENATE / R / VA  
**Demographic:** A35+  
**Product Codes:** PL3  
**Priority:** P1  
**Revenue Codes:** AGY, POL NON HRP, POL CAND

**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
06/30/14	07/27/14	29	\$6,745.00	\$5,733.25
07/28/14	07/29/14	16	\$3,505.00	\$2,979.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2014	29	\$6,745.00	\$5,733.25	0.00
August 2014	16	\$3,505.00	\$2,979.25	0.00
<b>Totals</b>	<b>45</b>	<b>\$10,250.00</b>	<b>\$8,712.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Accounts			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	WDBJ7	07/23/14	07/29/14	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	M-W-F--	:30	2	\$105.00	P1	0.00	NM	3	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	--W-F--					2	\$105.00		0.00			
		Week: 07/28/14	08/03/14	M-----					1	\$105.00		0.00			
N 2	WDBJ7	07/23/14	07/29/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	-T-T---	:30	1	\$195.00	P1	0.00	NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	---T---					1	\$195.00		0.00			
		Week: 07/28/14	08/03/14	-T-----					1	\$195.00		0.00			
N 3	WDBJ7	07/23/14	07/29/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	M-W-F--	:30	2	\$150.00	P1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	--W-F--					2	\$150.00		0.00			
		Week: 07/28/14	08/03/14	M-----					1	\$150.00		0.00			
N 4	WDBJ7	07/26/14	07/26/14	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----S-	:30	1	\$165.00	P1	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S-					1	\$165.00		0.00			
N 5	WDBJ7	07/27/14	07/27/14	SUN 8-9A NEWS 7 SUNDAY MORNING	CM	8-9A	-----S	:30	1	\$220.00	P1	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S					1	\$220.00		0.00			

Order / Rev: 31991  
 Alt Order #:  
 Flight Dates: 07/23/14 - 07/29/14

Advertiser: POLI / A CHAFIN / SENATE / R / VA  
 Product Desc: CHAFIN FOR SENATE  
 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WDBJ7	07/26/14	07/26/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----S-	:30	1	\$115.00	P1	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	-----S-			1		\$115.00		0.00				
N 7	WDBJ7	07/27/14	07/27/14	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----S	:30	1	\$210.00	P1	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	-----S			1		\$210.00		0.00				
N 8	WDBJ7	07/28/14	07/28/14	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	M-----	:30	1	\$100.00	P1	0.00	NM	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:		07/28/14	08/03/14	M-----			1		\$100.00		0.00				
N 9	WDBJ7	07/24/14	07/24/14	M-F 10-11A /MILLIONAIRE	CM	M-F 10-11A	---T---	:30	1	\$35.00	IP	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	---T---			1		\$35.00		0.00				
N 10	WDBJ7	07/29/14	07/29/14	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-T-----	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/28/14	08/03/14	-T-----			1		\$175.00		0.00				
N 11	WDBJ7	07/23/14	07/29/14	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	M-W----	:30	1	\$195.00	P1	0.00	NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	--W----			1		\$195.00		0.00				
Week:		07/28/14	08/03/14	M-----			1		\$195.00		0.00				
N 12	WDBJ7	07/23/14	07/29/14	M-F 1230-130P M-F 1230-130P	CM	M-F 1230-130P	-T-T---	:30	1	\$180.00	IP	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	---T---			1		\$180.00		0.00				
Week:		07/28/14	08/03/14	-T-----			1		\$180.00		0.00				
N 13	WDBJ7	07/23/14	07/29/14	M-F 2P-3P M-F 2-3P	CM	M-F 2-3P	M-W----	:30	1	\$110.00	P1	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	--W----			1		\$110.00		0.00				
Week:		07/28/14	08/03/14	M-----			1		\$110.00		0.00				
N 14	WDBJ7	07/25/14	07/25/14	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	----F--	:30	1	\$110.00	P1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	----F--			1		\$110.00		0.00				
N 15	WDBJ7	07/23/14	07/29/14	M-F 4-5P ELLEN	CM	M-F 4-5P	-T-T---	:30	1	\$90.00	IP	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	---T---			1		\$90.00		0.00				
Week:		07/28/14	08/03/14	-T-----			1		\$90.00		0.00				
N 16	WDBJ7	07/23/14	07/29/14	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	M-W-F--	:30	1	\$310.00	P1	0.00	NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	--W-F--			2		\$310.00		0.00				
Week:		07/28/14	08/03/14	M-----			1		\$310.00		0.00				
N 17	WDBJ7	07/23/14	07/29/14	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-T-T---	:30	1	\$475.00	P1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	---T---			1		\$475.00		0.00				
Week:		07/28/14	08/03/14	-T-----			1		\$475.00		0.00				
N 18	WDBJ7	07/26/14	07/26/14	SAT 6-630P NEWS 7 AT 6	CM	6-630P	-----S-	:30	1	\$285.00	P1	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/21/14	07/27/14	-----S-			1		\$285.00		0.00				
N 19	WDBJ7	07/27/14	07/27/14	SUN 6-630P	CM	6-630P	-----S	:30	1	\$360.00	P1	0.00	NM	1	\$360.00

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Advertiser: POLI / A CHAFIN / SENATE / R / VA  
Product Desc: CHAFIN FOR SENATE  
Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 7 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S					1	\$360.00		0.00			
N 20	WDBJ7	07/23/14	07/29/14	M-F 7-730P	CM	M-F 7-730P	-T-T---	:30	1	\$500.00	P1	0.00	NM	2	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	---T---					1	\$500.00		0.00			
		Week: 07/28/14	08/03/14	-T-----					1	\$500.00		0.00			
N 21	WDBJ7	07/26/14	07/26/14	SAT 7-8P	CM	SAT 7-8P	-----S-	:30	1	\$335.00	P1	0.00	NM	1	\$335.00
SAT 7-8P (7:00 PM-7:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S-					1	\$335.00		0.00			
N 22	WDBJ7	07/27/14	07/27/14	SUN HOUR 1	CM	SUN 7-8P	-----S	:30	1	\$360.00	P1	0.00	NM	1	\$360.00
60 Minutes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S					1	\$360.00		0.00			
N 23	WDBJ7	07/23/14	07/29/14	M-F 730-8P	CM	M-F 730P-8P	M-W----	:30	1	\$525.00	P1	0.00	NM	2	\$1,050.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	--W----					1	\$525.00		0.00			
		Week: 07/28/14	08/03/14	M-----					1	\$525.00		0.00			
N 24	WDBJ7	07/23/14	07/29/14	M-F 11-1135P	CM	M-F 11-1135P	M--T---	:30	1	\$325.00	P1	0.00	NM	2	\$650.00
M-F NEWS 7 AT 11 WEEKDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	---T---					1	\$325.00		0.00			
		Week: 07/28/14	08/03/14	M-----					1	\$325.00		0.00			
N 25	WDBJ7	07/26/14	07/26/14	SA 11-1135P	CM	SA 11-1135P	-----S-	:30	1	\$380.00	P1	0.00	NM	1	\$380.00
NEWS 7 AT 11 SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S-					1	\$380.00		0.00			
N 26	WDBJ7	07/27/14	07/27/14	SU 11-1135P	CM	SUN 11P-1135P	-----S	:30	1	\$375.00	P1	0.00	NM	1	\$375.00
NEWS 7 AT 11 SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	-----S					1	\$375.00		0.00			
N 27	WDBJ7	07/23/14	07/29/14	M-F 1135P-1235A	CM	M-F 1135P-1235A	-T-T---	:30	1	\$55.00	IP	0.00	NM	2	\$110.00
LATE SHOW WITH DAVID LET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	---T---					1	\$55.00		0.00			
		Week: 07/28/14	08/03/14	-T-----					1	\$55.00		0.00			
N 28	WDBJ7	07/23/14	07/29/14	M-F 1235-135A	CM	M-F 1235-135A	M-W----	:30	1	\$15.00	IP	0.00	NM	2	\$30.00
Late Late Show With Craig Ferg															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	--W----					1	\$15.00		0.00			
		Week: 07/28/14	08/03/14	M-----					1	\$15.00		0.00			
													Totals	45	\$10,250.00

Chafin - WDBJ

Program	Daypart	Rate Class	Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots	Cost	
				7/23	7/24	7/25	7/26	7/27	7/28	7/29		Gross	N
Early Mornin'	0500-0600	P1	\$105.00	1	0	1	0	0	1	0	3	\$315.00	
Mornin'	0600-0700	P1	\$195.00	0	1	0	0	0	0	1	2	\$390.00	
CBS This Morning	0700-0900	P1	\$150.00	1	0	1	0	0	1	0	3	\$450.00	
WDBJ7 Saturday Morning	0800-0900	P1	\$165.00	0	0	0	1	0	0	0	1	\$165.00	
WDBJ7 Sunday Morning	0800-0900	P1	\$220.00	0	0	0	0	1	0	0	1	\$220.00	
CBS Saturday This Morning	0900-1100	P1	\$115.00	0	0	0	1	0	0	0	1	\$115.00	
CBS Sunday Morning	0900-1030	P1	\$210.00	0	0	0	0	1	0	0	1	\$210.00	
Live!	0900-1000	P1	\$100.00	0	0	0	0	0	1	0	1	\$100.00	
Millionaire	1000-1100	IP	\$35.00	0	1	0	0	0	0	0	1	\$35.00	
The Price is Right	1100-1200	P1	\$175.00	0	0	0	0	0	0	1	1	\$175.00	
WDBJ7 at Noon	1200-1230	P1	\$195.00	1	0	0	0	0	1	0	2	\$390.00	
Young & Restless	1230-1330	IP	\$180.00	0	1	0	0	0	0	1	2	\$360.00	
The Talk	1400-1500	P1	\$110.00	1	0	0	0	0	1	0	2	\$220.00	
Let's Make A Deal	1500-1600	P1	\$110.00	0	0	1	0	0	0	0	1	\$110.00	
Ellen	1600-1700	IP	\$90.00	0	1	0	0	0	0	1	2	\$180.00	
WDBJ7 at Five	1700-1730	P1	\$310.00	1	0	1	0	0	1	0	3	\$930.00	
WDBJ7 at Six	1800-1830	P1	\$475.00	0	1	0	0	0	0	1	2	\$950.00	
WDBJ7 at Six - Saturday	1800-1830	P1	\$285.00	0	0	0	1	0	0	0	1	\$285.00	
WDBJ7 at Six - Sunday	1800-1830	P1	\$360.00	0	0	0	0	1	0	0	1	\$360.00	
Wheel of Fortune	1900-1930	P1	\$500.00	0	1	0	0	0	0	1	2	\$1,000.00	
Wheel of Fortune - Saturday	1900-1930	P1	\$335.00	0	0	0	1	0	0	0	1	\$335.00	
60 Minutes	1900-2000	P1	\$360.00	0	0	0	0	1	0	0	1	\$360.00	
Jeopardy	1930-2000	P1	\$525.00	1	0	0	0	0	1	0	2	\$1,050.00	
WDBJ7 at Eleven	2300-2335	P1	\$325.00	0	1	0	0	0	1	0	2	\$650.00	
WDBJ7 at Eleven - Saturday	2300-2335	P1	\$380.00	0	0	0	1	0	0	0	1	\$380.00	
WDBJ7 at Eleven - Sunday	2300-2335	P1	\$375.00	0	0	0	0	1	0	0	1	\$375.00	
The Late Show	2335-0035	IP	\$55.00	0	1	0	0	0	0	1	2	\$110.00	
The Late Late Show	0035-0135	IP	\$15.00	1	0	0	0	0	1	0	2	\$30.00	
				45	\$10,250.00		\$8,7						