



WWCW
PO Box 419779
Boston, MA 02241-9779

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

Contract # 1647708

Schedule Dates 10/18/17-10/24/17
Advertiser Ed Gillespie/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3211 (642610)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle,Irvln,
Phone/Fax /
CPE 277/357/3211
Account Types National/Political
Billing Type Standard
Comments Candidate
new order - sched A
Special Instructions: sched A

Date Entered 10/17/17
Last Modified 10/23/17
Entered By Casey Wright
CO-OP No
Headline # ECR25771344
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$264.00
Net Total \$1,496.00
Sales Tax

Roanoke VA (WWCW)

By Broadcast Month	Spots	Rate
Oct. 2017	39	\$1,760.00
Grand Total:	39	\$1,760.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	8A- 9A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WWCW)	Access Hollywood Target 200119 Index: 108. Nielsen: 0.3	10/17/17
2.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	8A- 9A (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	Access Hollywood Target 200119 Index: 108. Nielsen: 0.3	10/17/17
3.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	8A- 9A (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WWCW)	Access Hollywood Target 200119 Index: 108. Nielsen: 0.3	10/17/17
4.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	8A- 9A (EST)	2	X							2	\$10.00	\$20.00	Roanoke VA (WWCW)	Access Hollywood Target 200119 Index: 108. Nielsen: 0.3	10/17/17
5.0	Normal Line / SPOT	10/24/17-10/24/17	5	:30	8A- 9A (EST)	1		X						1	\$10.00	\$10.00	Roanoke VA (WWCW)	Access Hollywood Target 200119 Index: 108. Nielsen: 0.3	10/17/17
6.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	12P- 1P (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WWCW)	Steve Wilkos Target 200119 Index: 97. Nielsen: 0.2	10/17/17
7.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	12P- 1P (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	Steve Wilkos Target 200119 Index: 97. Nielsen: 0.2	10/17/17

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8.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	12P- 1P (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WWCW)	Steve Wilkos Target 200119 Index: 97. Nielsen: 0.2	10/17/17
9.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	4P- 5P (EST)	1				X				1	\$15.00	\$15.00	Roanoke VA (WWCW)	Mike and Molly Target 200119 Index: 70. Nielsen: 1.1	10/17/17
10.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	4P- 5P (EST)	1					X			1	\$15.00	\$15.00	Roanoke VA (WWCW)	Mike and Molly Target 200119 Index: 70. Nielsen: 1.1	10/17/17
11.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	4P- 5P (EST)	1	X							1	\$15.00	\$15.00	Roanoke VA (WWCW)	Mike and Molly Target 200119 Index: 70. Nielsen: 1.1	10/17/17
12.0	Normal Line / SPOT	10/21/17-10/21/17	5	:30	4P- 5P (EST)	1						X		1	\$15.00	\$15.00	Roanoke VA (WWCW)	BONES Target 200119 Index: 102. Nielsen: 0.8	10/17/17
13.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	6P- 6:30P (EST)	1				X				1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 72. Nielsen: 0.9	10/17/17
14.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	6P- 6:30P (EST)	1					X			1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 72. Nielsen: 0.9	10/17/17

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15.0	Normal Line / SPOT	10/24/17-10/24/17	5	:30	6P- 6:30P (EST)	1		X						1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 72. Nielsen: 0.9	10/17/17
16.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	6:30P- 7P (EST)	1			X					1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 78. Nielsen: 0.9	10/17/17
17.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	6:30P- 7P (EST)	1				X				1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 78. Nielsen: 0.9	10/17/17
18.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	6:30P- 7P (EST)	1	X							1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 78. Nielsen: 0.9	10/17/17
19.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	7P- 7:30P (EST)	1			X					1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/17/17
20.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	7P- 7:30P (EST)	1					X			1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/17/17

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21.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	7P- 7:30P (EST)	1	X							1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/17/17
22.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	7:30P- 8P (EST)	1				X				1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD B Target 200119 Index: 87. Nielsen: 1.9	10/17/17
24.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	8P- 9P (EST)	1	X							1	\$650.00	\$650.00	Roanoke VA (WWCW)	SUPERGIRL Target 200119 Index: 92. Nielsen: 1.4	10/17/17
25.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	10P- 10:30P (EST)	1			X					1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 99. Nielsen: 0.9	10/17/17
26.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	10P- 10:30P (EST)	1				X				1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 99. Nielsen: 0.9	10/17/17
27.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	10P- 10:30P (EST)	1					X			1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 99. Nielsen: 0.9	10/17/17
29.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	10:30P- 11P (EST)	1			X					1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GRLS B Target 200119 Index: 97. Nielsen: 0.8	10/17/17

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30.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	10:30P- 11P (EST)	1				X				1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GRLS B Target 200119 Index: 97. Nielsen: 0.8	10/17/17
31.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	10:30P- 11P (EST)	1	X							1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GRLS B Target 200119 Index: 97. Nielsen: 0.8	10/17/17
32.0	Normal Line / SPOT	10/24/17-10/24/17	5	:30	8P- 9P (EST)	1		X						1	\$250.00	\$250.00	Roanoke VA (WWCW)	THE FLASH Target 200119 Index: 83. Nielsen: 1.7	10/17/17
33.0	Normal Line / SPOT	10/22/17-10/22/17	5	:30	10P- 11P (EST)	1							X	1	\$20.00	\$20.00	Roanoke VA (WWCW)	TMZ Target 200119 Index: 101. Nielsen: 0.7	10/17/17
34.0	Normal Line / SPOT	10/19/17-10/19/17	5	:30	11P- 11:30P (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	TMZ Target 200119 Index: 94. Nielsen: 0.7	10/17/17
35.0	Normal Line / SPOT	10/20/17-10/20/17	5	:30	11P- 11:30P (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WWCW)	TMZ Target 200119 Index: 94. Nielsen: 0.7	10/17/17
36.0	Normal Line / SPOT	10/18/17-10/18/17	5	:30	11:30P- 12A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WWCW)	TMZ LIVE! Target 200119 Index: 89. Nielsen: 0.5	10/17/17
37.0	Normal Line / SPOT	10/23/17-10/23/17	5	:30	11:30P- 12A (EST)	2	X							2	\$10.00	\$20.00	Roanoke VA (WWCW)	TMZ LIVE! Target 200119 Index: 89. Nielsen: 0.5	10/17/17
38.0	Normal Line / SPOT	10/22/17-10/22/17	5	:30	7P- 8P (EST)	1							X	1	\$40.00	\$40.00	Roanoke VA (WWCW)	SEINFELD	10/19/17

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39.0	Normal Line / SPOT	10/24/17-10/24/17	5	1:00	6:30P- 7P (EST)	1		X						1	\$70.00	\$70.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 78. Nielsen: 0.9	10/23/17

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