



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

Contract #1648684

Schedule Dates11/01/17-11/06/17

AdvertiserEd Gillespi/Governor/Republican/VA (88014)

AgencyStrategic Media Services Inc (13884)

ProductPolitical - Governor (1067)

Brand277/357/3289 (642971)

SalespersonKatz - Washington DC, Washington DC (1179)

Sales OfficeKatz - Washington DC

Buyer NameMichelle,Irvin,

Phone/Fax/

CPE277/357/3289

Account TypesNational/Political

Billing TypeStandard

CommentsCandidate
NEW ORDER - SCHED A

ADDED \$395 LUR REBATE CREDIT TO CLEAR SOME SPOTS AT REVISED RATES

ORIG TOT = \$1,600

Date Entered10/30/17

Last Modified10/30/17

Entered ByCasey Wright

CO-OPNo

Headline #ECR25777874

DemoA35+

Order TypeNormal

Package Deal

Commission %15.00

Commission\$299.25

Net Total\$1,695.75

Sales Tax

Roanoke VA (WWCW)		
By Broadcast Month	Spots	Rate
Nov. 2017	30	\$1,995.00
Grand Total:	30	\$1,995.00

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	11/01/17-11/01/17	5	:30	8A- 9A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	10/30/17
2.0	Normal Line / SPOT	11/02/17-11/02/17	5	:30	8A- 9A (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	10/30/17
3.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	8A- 9A (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	10/30/17
4.0	Normal Line / SPOT	11/02/17-11/02/17	5	:30	12P- 1P (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	STEVE WILKOS Target 200119 Index: 97. Nielsen: 0.2	10/30/17
5.0	Normal Line / SPOT	11/03/17-11/03/17	5	:30	12P- 1P (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WWCW)	STEVE WILKOS Target 200119 Index: 97. Nielsen: 0.2	10/30/17
6.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	12P- 1P (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WWCW)	STEVE WILKOS Target 200119 Index: 97. Nielsen: 0.2	10/30/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Contract # 1648684

Schedule Dates 11/01/17-11/06/17
Advertiser Ed Gillespl/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3289 (642971)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle,IrvIn,
Phone/Fax /
CPE 277/357/3289
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW ORDER - SCHED A

Date Entered 10/30/17
Last Modified 10/30/17
Entered By Casey Wright
CO-OP No
Headline # ECR25777874
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$299.25
Net Total \$1,695.75
Sales Tax

Roanoke VA (WWCW)

By Broadcast Month	Spots	Rate
Nov. 2017	30	\$1,995.00
Grand Total:	30	\$1,995.00

ADDED \$395 LUR REBATE CREDIT TO CLEAR SOME SPOTS AT REVISED RATES

ORIG TOT = \$1,600

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7.0	Normal Line / SPOT	11/06/17-11/06/17	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	10/30/17
8.0	Normal Line / SPOT	11/02/17-11/02/17	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	10/30/17
9.0	Normal Line / SPOT	11/03/17-11/03/17	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	10/30/17
10.0	Normal Line / SPOT	11/06/17-11/06/17	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	10/30/17
11.0	Normal Line / SPOT	11/01/17-11/01/17	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	10/30/17
12.0	Normal Line / SPOT	11/06/17-11/06/17	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	10/30/17

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AgencyStrategic Media Services Inc (13884)

ProductPolitical - Governor (1067)

Brand277/357/3289 (642971)

SalespersonKatz - Washington DC, Washington DC (1179)

Sales OfficeKatz - Washington DC

Buyer NameMichelle,Irvin,

Phone/Fax/

CPE277/357/3289

Account TypesNational/Political

Billing TypeStandard

CommentsCandidate
NEW ORDER - SCHED A

ADDED \$395 LUR REBATE CREDIT TO CLEAR SOME SPOTS AT REVISED RATES

ORIG TOT = \$1,600

Date Entered10/30/17

Last Modified10/30/17

Entered ByCasey Wright

CO-OPNo

Headline #ECR25777874

DemoA35+

Order TypeNormal

Package Deal

Commission %15.00

Commission\$299.25

Net Total\$1,695.75

Sales Tax

Roanoke VA (WWCW)		
By Broadcast Month	Spots	Rate
Nov. 2017	30	\$1,995.00
Grand Total:	30	\$1,995.00

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
13.0	Normal Line / SPOT	11/01/17-11/01/17	4	:30	7P- 7:30P (EST)	1			X					1	\$150.00	\$150.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/30/17
14.0	Normal Line / SPOT	11/03/17-11/03/17	4	:30	7P- 7:30P (EST)	1					X			1	\$150.00	\$150.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/30/17
15.0	Normal Line / SPOT	11/06/17-11/06/17	4	:30	7P- 7:30P (EST)	1	X							1	\$150.00	\$150.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	10/30/17
16.0	Normal Line / SPOT	11/02/17-11/02/17	4	:30	7:30P- 8P (EST)	1				X				1	\$150.00	\$150.00	Roanoke VA (WWCW)	FAMILY FEUD B Target 200119 Index: 87. Nielsen: 1.9	10/30/17
17.0	Normal Line / SPOT	11/04/17-11/04/17	5	:30	6:30P- 7P (EST)	1						X		1	\$75.00	\$75.00	Roanoke VA (WWCW)	PANTHERS COACHES SHOW Target 200119 Index: 76. Nielsen: 0.7	10/30/17
18.0	Normal Line / SPOT	11/06/17-11/06/17	5	:30	8P- 9P (EST)	1	X							1	\$650.00	\$650.00	Roanoke VA (WWCW)	SUPERGIRL Target 200119 Index: 92. Nielsen: 1.4	10/30/17
19.0	Normal Line / SPOT	11/01/17-11/01/17	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	10/30/17

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Contract #

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

1648684
11/01/17-11/06/17
Ed Gillespl/Governor/Republican/VA (88014)
Strategic Media Services Inc (13884)
Political - Governor (1067)
277/357/3289 (642971)
Katz - Washington DC, Washington DC (1179)
Katz - Washington DC
Michelle,Irvin,
/
277/357/3289
National/Political
Standard
Candidate
NEW ORDER - SCHED A

Date Entered
Last Modified
Entered By
CO-OP
Headline #
Demo
Order Type
Package Deal
Commission %
Commission
Net Total
Sales Tax

10/30/17
10/30/17
Casey Wright
No
ECR25777874
A35+
Normal

15.00
\$299.25
\$1,695.75

ADDED \$395 LUR REBATE CREDIT TO CLEAR SOME SPOTS AT REVISED RATES

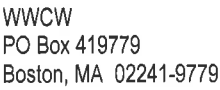
ORIG TOT = \$1,600

Roanoke VA (WWCW)		
By Broadcast Month	Spots	Rate
Nov. 2017	30	\$1,995.00
Grand Total:	30	\$1,995.00

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
20.0	Normal Line / SPOT	11/02/17-11/02/17	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	10/30/17
21.0	Normal Line / SPOT	11/03/17-11/03/17	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	10/30/17
22.0	Normal Line / SPOT	11/01/17-11/01/17	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	10/30/17
23.0	Normal Line / SPOT	11/02/17-11/02/17	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	10/30/17
24.0	Normal Line / SPOT	11/06/17-11/06/17	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	10/30/17
25.0	Normal Line / SPOT	11/01/17-11/01/17	5	:30	8P- 9P (EST)	1			X					1	\$250.00	\$250.00	Roanoke VA (WWCW)	ARROW-CW Target 200119 Index: 100. Nielsen: 1.3	10/30/17
26.0	Normal Line / SPOT	11/02/17-11/02/17	5	:30	11P- 11:30P (EST)	1				X				1	\$10.00	\$10.00	Roanoke VA (WWCW)	TMZ Target 200119 Index: 94. Nielsen: 0.7	10/30/17

CONFIRMATION CONTRACT

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Schedule Dates	11/01/17-11/06/17	Last Modified	10/30/17
Advertiser	Ed Gillespie/Governor/Republican/VA (88014)	Entered By	Casey Wright
Agency	Strategic Media Services Inc (13884)	CO-OP	No
Product	Political - Governor (1067)	Headline #	ECR25777874
Brand	277/357/3289 (642971)	Demo	A35+
Salesperson	Katz - Washington DC, Washington DC (1179)	Order Type	Normal
Sales Office	Katz - Washington DC	Package Deal	
Buyer Name	Michelle,Irvin,	Commission %	15.00
Phone/Fax	/	Commission	\$299.25
CPE	277/357/3289	Net Total	\$1,695.75
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	Candidate NEW ORDER - SCHED A		
	ADDED \$395 LUR REBATE CREDIT TO CLEAR SOME SPOTS AT REVISED RATES		
	ORIG TOT = \$1,600		

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: