

ORDER



Orders
 Order / Rev: 121755
 Alt Order #: 07731819
 Product Desc: GROW LA COALITION
 Estimate: 415421
 Flight Dates: 04/15/15 - 04/21/15
 Original Date / Rev: 04/16/15 / 04/16/15
 Order Type: GENERAL

WGNO-TV
 Teresa DiFuria
 NPHL
 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: Grow Louisiana Coalition
 Demographic: A35+
 Product Codes: PL4
 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				Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Rating
03/30/15	04/21/15	11	\$4,140.00	\$3,519.00	April 2015	11	0.00
					Totals	11	0.00

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End Date
Teresa DiFuria	NPHL	National	Start Of Order - End Of Order
			100%

Order Share	Share	Total
WGNO-TV	8%	\$4,140.00
Market	100%	\$51,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	0%	\$0.00
WDSU	21%	\$10,867.50
WHNO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	26	04/17/15	04/17/15	M-F 5p-530p	CM	5:00 PM-5:30 PM	----1--	:30	1	\$90.00	Defal	0.00	NM	1	\$90.00
News With A Twist 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/15	04/19/15	----1--	1	\$90.00	0.00								
2	26	04/17/15	04/17/15	M-F 6a-7a	CM	6:00 AM-7:00 AM	----1--	:30	1	\$40.00	Defal	0.00	NM	1	\$40.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/15	04/19/15	----1--	1	\$40.00	0.00								
3	26	04/17/15	04/17/15	M-F 7a-9a	CM	7:00 AM-9:00 AM	----1--	:30	1	\$65.00	Defal	0.00	NM	1	\$65.00
M-F 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/15	04/19/15	----1--	1	\$65.00	0.00								
4	26	04/20/15	04/20/15	M-F 1035p-1135p	CM	10:35 PM-11:38 PM	1-----	:30	1	\$65.00	Defal	0.00	NM	1	\$65.00
M-F 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/20/15	04/26/15	1-----	1	\$65.00	0.00								
5	26	04/20/15	04/20/15	M-F 5p-530p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$90.00	Defal	0.00	NM	1	\$90.00
News With A Twist 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/20/15	04/26/15	1-----	1	\$90.00	0.00								
6	26	04/20/15	04/20/15	M-F 6a-7a	CM	6:00 AM-7:00 AM	1-----	:30	1	\$40.00	Defal	0.00	NM	1	\$40.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/20/15	04/26/15	1-----	1	\$40.00	0.00								
7	26	04/18/15	04/18/15	Sa 10p-1030p	CM	10p-1030p	-----1-	:30	1	\$80.00	Defal	0.00	NM	1	\$80.00
Sa 10p-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/15	04/19/15	-----1-	1	\$80.00	0.00								
8	26	04/16/15	04/16/15	M-F 1035p-1135p	CM	10:35 PM-11:38 PM	1-----	:30	1	\$65.00	Defal	0.00	NM	1	\$65.00
M-F 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/15	04/19/15	---1---	1	\$65.00	0.00								
9	26	04/21/15	04/21/15	M-F 6a-7a	CM	6a-7a	-1-----	:30	1	\$40.00	Defal	0.00	NM	1	\$40.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

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WGNO-TV

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9	26	04/21/15	04/21/15	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-1-----	:30	1	\$40.00	Defat	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-1-----	1	\$40.00	0.00								
10	26	04/21/15	04/21/15	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	-1-----	:30	1	\$65.00	Defat	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-1-----	1	\$65.00	0.00								
N14	26	04/18/15	04/18/15	NBA Daytime NBA Daytime	CM	1:30 PM-4:00 PM (1:30 PM-4:00 PM)	-----S-	:30	1	\$3,500.00	0003	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	-----S-	1	\$3,500.00	0.00								
													Totals	11	\$4,140.00

REP: TEL# 610-293-4100 FAX# 610-225-1191

REP HEADLINE# 7731819 TRF# 121755 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP APR16/15 12.13
*** CHANGES** *** WGNO-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
STATION MAKEGOOD OFFERS:												
M1	UNRESL	BUY#11	MISSED:WED/1035P-1138P OFFER:MON/1035P-1138P CMT:PLEASE ACCEPT MG. ORDER CAME OVER PAST DEADLINE				APR15 APR20		30S 30S	\$65.00 \$65.00	(APR14/15) PLS ADVISE.	
M2	UNRESL	BUY#12	MISSED:WED/500P-530P OFFER:MON/500P-530P CMT:PLEASE ACCEPT MG. ORDER CAME OVER PAST DEADLINE				APR15 APR20		30S 30S	\$90.00 \$90.00	(APR14/15) PLS ADVISE.	
M3	UNRESL	BUY#13	MISSED:WED/700A-900A OFFER:MON/700A-900A CMT:PLEASE ACCEPT MG. ORDER CAME OVER PAST DEADLINE				APR15 APR20		30S 30S	\$65.00 \$65.00	(APR14/15) PLS ADVISE.	
APR/15			\$4,360.00									
										CONTRACT TOTAL	\$4,360.00	
										TOTAL SPTS	14	

MARKET TOTALS \$10,750 WGNO 8% WWL 59% WVUE 12% WDSU 21% WNOX 0% WCCL 0% WUPL 0%
CABL 0% WPXI 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE