

ORDER



Orders
Order / Rev: 441505
Alt Order #: WOC10494013
Product Desc: political
Estimate: 241
Flight Dates: 10/31/16 - 11/13/16
Original Date / Rev: 10/28/16 / 11/03/16
Order Type: NORMAL

WEAU
Primary AE: Jami Clish
Sales Office: EAUN
Sales Region: National

Agency Name: Pound Feinstein and Associates
Buying Contact:
Billing Contact:
 1011 East Main Ste 224
 Richmond, VA 23219

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

Advertiser Name: Kapanke for State Senate
Demographic: A35+
Product Codes: Candidate - State - Senate
Priority: P-02
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 136748
Agency External ID: 2374
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	25	\$13,725.00	\$11,666.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	25	\$13,725.00	\$11,666.25	120.90
Totals	25	\$13,725.00	\$11,666.25	120.90

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			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
E 1	WEAU	10/31/16	11/08/16	Today Show Today Show	CM	7:00 AM-9:00 AM	11112--	:30	6	\$200.00	P-02	4.40	NM	8	\$2,625.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	11112--		6				\$200.00		4.40			
		Week: 11/07/16	11/13/16	22-----		4				\$200.00		4.40			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
8	WEAU	11/07/16-11/13/16		Today Show		7:00 AM-9:00 AM				MT-----	:30	(\$200.00)	4.40	NM	
See MG 1.11 [Political No Avail]															
9	WEAU	11/07/16-11/13/16		Today Show		7:00 AM-9:00 AM				MT-----	:30	(\$200.00)	4.40	NM	
See MG 1.11 [Political No Avail]															
10	WEAU	11/07/16-11/13/16		Today Show		7:00 AM-9:00 AM				MT-----	:30	(\$200.00)	4.40	NM	
See MG 1.11 [Political No Avail]															
11	WEAU	11/02/16-11/02/16		Wednesday Prime Hr 3		9p-10p	--W-----			:30	\$1,225.00	4.40	NM		
Ⓜ MG for 1.8,2.6,10.1,3.6,1.10,1.9 [makegood]															
E 2	WEAU	10/31/16	11/07/16	Jeopardy M-F Jeopardy M-F	CM	4:00 PM-4:30 PM	11111--	:30	5	\$75.00	P-02	3.70	NM	5	\$375.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	11111--		5				\$75.00		3.70			
		Week: 11/07/16	11/13/16	1-----		1				\$75.00		3.70			

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E 2	WEAU	10/31/16	11/07/16	Jeopardy M-F Jeopardy M-F	CM	4:00 PM-4:30 PM	11111--	:30	5	\$75.00	P-02	3.70	NM	5	\$375.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----			1		\$75.00		3.70				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEAU	11/07/16-11/13/16	Jeopardy M-F			4:00 PM-4:30 PM	M-----	:30		(\$75.00)		3.70	NM		
See MG 1.11 [No Avail]															
E 3	WEAU	10/31/16	11/07/16	Wheel of Fortune M-F Wheel of Fortune M-F	CM	6:30 PM-7:00 PM	11111--	:30	5	\$450.00	P-02	8.80	NM	6	\$2,250.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	11111--			5		\$450.00		8.80				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEAU	10/31/16-11/06/16	Wheel of Fortune M-F			6:30 PM-7:00 PM	MTWThF----	:30		(\$450.00)		8.80	NM		
See MG 3.7,3.8															
7	NEAU	11/03/16-11/03/16	Jeopardy M-F			4p-430p	---Th-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 3.5 11/04 [makegood]															
8	NEAU	11/03/16-11/03/16	The Tonight Show			1035p-1135p	---Th-----	:30		\$225.00		8.80	NM		
Ⓜ MG for 3.5 11/04 [makegood]															
Week:		11/07/16	11/13/16	1-----			1		\$450.00		8.80				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEAU	11/07/16-11/13/16	Wheel of Fortune M-F			6:30 PM-7:00 PM	M-----	:30		(\$450.00)		8.80	NM		
See MG 1.11 [No Avail]															
E 4	WEAU	11/07/16	11/07/16	Monday Prime 2 Hour Monday Prime 2 Hour	CM	6:58 PM-9:00 PM (6:58 PM-9:00 PM)	1-----	:30	1	\$3,000.00	P-02	7.60	NM	1	\$3,000.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----			1		\$3,000.00		7.60				
E 5	WEAU	10/31/16	11/02/16	Wednesday Prime Hr 2 Wednesday Prime Hr 2	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$1,500.00	P-02	4.40	NM	1	\$1,500.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	--1----			1		\$1,500.00		4.40				
E 6	WEAU	10/31/16	11/04/16	Friday Prime 2 Hour Friday Prime 2 Hour	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	----1--	:30	1	\$475.00	P-02	3.70	NM	1	\$475.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	----1--			1		\$475.00		3.70				
E 7	WEAU	10/31/16	11/06/16	Football Night in America Football Night in America	CM	6:00 PM-7:00 PM (6:00 PM-7:00 PM)	-----1	:30	1	\$1,000.00	P-02	0.00	NM	1	\$1,000.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1			1		\$1,000.00		0.00				
E 8	WEAU	10/31/16	11/03/16	Thursday Prime Hr 2 Thursday Prime Hr 2	CM	8:00 PM-9:00 PM	---1---	:30	1	\$2,000.00	P-02	4.00	NM	1	\$2,000.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	---1---			1		\$2,000.00		4.00				
E 9	WEAU	10/31/16	11/05/16	Wheel of Fortune Sa Wheel of Fortune Sa	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----1-	:30	1	\$500.00	P-01	3.50	NM	1	\$500.00
(Program: _)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1-			1		\$500.00		3.50				
N 10	WEAU	11/07/16	11/13/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	1-----	:30	1	\$100.00	P-02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----			1		\$100.00		0.00				

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N 10	WEAU	11/07/16	11/13/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	1-----	:30	1	\$100.00	P-02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEAU	11/07/16-11/13/16		WEAU 13 News @ Noon		1158a-1230p	M-----	:30		(\$100.00)		0.00	NM		
		See MG 1.11 [No Avail]													
Totals													25	\$13,725.00	