

# 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 / 10/28/16  
**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	29	\$13,725.00	\$11,666.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	29	\$13,725.00	\$11,666.25	142.20
<b>Totals</b>	<b>29</b>	<b>\$13,725.00</b>	<b>\$11,666.25</b>	<b>142.20</b>

**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	10	\$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	11112--		6				\$200.00		4.40			
		Week: 11/07/16	11/13/16	22-----		4				\$200.00		4.40			
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	6	\$450.00
		(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			
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	\$2,700.00
		(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			
		Week: 11/07/16	11/13/16	1-----		1				\$450.00		8.80			
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

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Advertiser: Kapanke for State Senate  
 Product Desc: political  
 Estimate: 241  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(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	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:		11/07/16	11/13/16	1-----		1				\$100.00		0.00			
													Totals	29	\$13,725.00