

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 |
| Totals | 29 | \$13,725.00 | \$11,666.25 | 142.20 |

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 |

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 | CM | 8:00 PM-10:00 PM | ----1-- | :30 | 1 | \$475.00 | P-02 | 3.70 | NM | 1 | \$475.00 |
| | | | | Friday Prime 2 Hour | | (8:00 PM-10:00 PM) | | | | | | | | | |
| (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 | CM | 6:00 PM-7:00 PM | -----1 | :30 | 1 | \$1,000.00 | P-02 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Football Night in America | | (6:00 PM-7:00 PM) | | | | | | | | | |
| (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 | CM | 8:00 PM-9:00 PM | ---1--- | :30 | 1 | \$2,000.00 | P-02 | 4.00 | NM | 1 | \$2,000.00 |
| | | | | Thursday Prime Hr 2 | | | | | | | | | | | |
| (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 | CM | 6:30 PM-7:00 PM | -----1- | :30 | 1 | \$500.00 | P-01 | 3.50 | NM | 1 | \$500.00 |
| | | | | Wheel of Fortune Sa | | (6:30 PM-7:00 PM) | | | | | | | | | |
| (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 | CM | 1158a-1230p | 1----- | :30 | 1 | \$100.00 | P-02 | 0.00 | NM | 1 | \$100.00 |
| | | | | WEAU 13 News @ Noon | | | | | | | | | | | |
| | | <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 | |