

WPDE

News
Channel 15
CarolinaLive.com

MYRTLE BEACH
FLORENCE
CW21
WVIB

CarolinaLive.com

POLITICAL CHECK LIST

					Yes	No
Candidate / Issue	Marco Rubio for President - R					
Agency	Smart Media Group					
Flight Dates	1/12/16 thru 1/18/16					
Amount	Gross	Net				
	\$ 3045 ⁰⁰	\$ 2588 ²⁵				
PB-18						
HRP Headline #	7832590					
Wide Orbit#	427797					
Class of Time	LUC	SELL	FIXED	In POL Window Yes or No		
Sales Person	Ryan Gordon					
Office / Region	HRP - DC					
Spot Approved						
Check Sent to SBC						

ADV #

ADV. NAME

POLI/M RUBIO/R/PRE/US

AGY #

AGY. NAME

SMART MEDIA GROUP

1427 LESLIE AVE

ALEXANDRIA, VA 22301

REP. #

OFF. #

SALESMAN #

BUYER NAME

MICHELLE BROOKS

SALES PRSN

WA- RYAN GORDON (H)

ORDER #

CONTRACT # 7832590

CLASS: NATL. LOCAL REGIONAL

PRDCT

RUBIO FOR PRESIDENT

EST#****

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES

JAN12/16

JAN18/16

WK-1

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE

JUL1/15

16.02

REP:

NEW ORDER

TTL \$3,045 @ 22X

PLS CFN

THANKS TAYLOR FOR RYAN

CON CM

MARCO RUBIO FOR PRESIDENT

New

11/2

LINE#

REP

CD

TIME PERIOD

LGTH

SEC

RATE

START

END

SPTS

WEEK

DAYS

TOTL

:LINE#

:

:

:

:

:

:

DATE

DATE

/WK

INVT

:

SPTS

AGENCY ADVERTISER CODE = RUB16

AGENCY EST# = 112118

1

1100A-1200N

30

\$35.00

1/15

1/15

1

FRI

1

PROGRAM :

THE VIEW

RA35+ :

10.4

CON COM1:

THE VIEW

2

900A-1000A

30

\$35.00

1/15

1/15

1

FRI

1

PROGRAM :

RACHAEL RAY

RA35+ :

10.7

CON COM1:

RACHAEL RAY

REP HEADLINE# 7832590
*** ORIGINAL REV#0 ***

REP: TEL# 703-528-9967 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION JUL1/15 16.02
*** WPDE-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : CASTLE RA35+ : 37.5 CON COM1: CASTLE	30		\$450.00	1/18	1/18	1		MON	1
4			1100P-1135P PROGRAM : NEWS CHANNEL 15 @ 11 RA35+ : 17.2 CON COM1: NEWS CHANNEL 15 @ 11	30		\$150.00	1/18	1/18	1		MON	1
5			600P-630P PROGRAM : NEWS CHANNEL 15 @ 6P RA35+ : 29.0 CON COM1: NEWS CHANNEL 15 @ 6P	30		\$200.00	1/18	1/18	1		MON	1
6			700A-900A PROGRAM : GOOD MORNINGAMERICA RA35+ : 24.0 CON COM1: GOOD MORNINGAMERICA	30		\$100.00	1/18	1/18	1		MON	1
7			800P-1000P PROGRAM : BACHELOR RA35+ : 46.1 CON COM1: BACHELOR	30		\$450.00	1/18	1/18	1		MON	1
8			600P-630P PROGRAM : NEWS CHANNEL 15 @ 6P RA35+ : 8.7 CON COM1: NEWS CHANNEL 15 @ 6P	30		\$50.00	1/16	1/16	1		SAT	1
9			700P-800P PROGRAM : ET WEEKEND RA35+ : 8.6 CON COM1: ET WEEKEND	30		\$25.00	1/16	1/16	2		SAT	2
10			800P-1130P PROGRAM : ABC MOVIE RA35+ : 8.1 CON COM1: ABC MOVIE	30		\$100.00	1/16	1/16	2		SAT	2

REP HEADLINE# 7832590
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REP: TEL# 703-528-9967 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM STATION JUL1/15 16.02
 *** WPDE-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			800A-900A PROGRAM : GOOD MORNINGAMERICA RA35+ : 10.3 CON COM1 : GOOD MORNINGAMERICA	30		\$40.00	1/16	1/16	1		SAT	1
12			700P-800P PROGRAM : AFHV RA35+ : 15.5 CON COM1 : AFHV	30		\$200.00	1/17	1/17	1		SUN	1
13			800P-900P PROGRAM : ONCE UPON A TIME RA35+ : 22.5 CON COM1 : ONCE UPON A TIME	30		\$300.00	1/17	1/17	1		SUN	1
14			1100A-1200N PROGRAM : THE VIEW RA35+ : 10.4 CON COM1 : THE VIEW	30		\$35.00	1/14	1/14	1		THU	1
15			700P-730P PROGRAM : NEWS CHANNEL 15 @ 7P RA35+ : 16.6 CON COM1 : NEWS CHANNEL 15 @ 7P	30		\$100.00	1/14	1/14	1		THU	1
16			700A-900A PROGRAM : GOOD MORNINGAMERICA RA35+ : 24.0 CON COM1 : GOOD MORNINGAMERICA	30		\$100.00	1/14	1/14	1		THU	1
17			1100P-1135P PROGRAM : NEWS CHANNEL 15 @ 11 RA35+ : 17.2 CON COM1 : NEWS CHANNEL 15 @ 11	30		\$150.00	1/12	1/12	1		TUE	1
18			700A-900A PROGRAM : GOOD MORNINGAMERICA RA35+ : 24.0 CON COM1 : GOOD MORNINGAMERICA	30		\$100.00	1/12	1/12	1		TUE	1

REP HEADLINE# 7832590
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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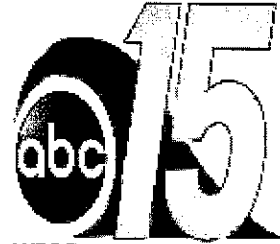
19			600P-630P	30		\$200.00	1/13	1/13	1		WED	1
PROGRAM : NEWS CHANNEL 15 @ 6P												
RA35+ : 29.0												
CON COM1: NEWS CHANNEL 15 @ 6P												

20			700A-900A	30		\$100.00	1/13	1/13	1		WED	1
PROGRAM : GOOD MORNINGAMERICA												
RA35+ : 24.0												
CON COM1: GOOD MORNINGAMERICA												

JAN/16 \$3,045.00 CONTRACT TOTAL \$3,045.00
TOTAL SPOTS 22

MARKET TOTALS \$14,500 WPDE 21% WBTW 49% WMBF 15% WMMB 0% EMMB 0% WFXB 15%
ACCURATE SHARES

SVC- NSI
DEMOS- RA35+*

ORDER**WPDE**

Orders
Order / Rev: 427797
Alt Order #: 07832590
Product Desc: RUBIO FOR PRESIDENT
Estimate: 112118
Flight Dates: 01/12/16 - 01/18/16
Original Date / Rev: 07/01/15 / 07/01/15
Order Type: GENERAL

Primary AE: HRP HRP-Washington DC
Sales Office: HRPDC
Sales Region: NAT

Agency
Name: Smart Media Group
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: Marco Rubio for President-R
Demographic: A35+
Product Codes: Political Candidate
Priority: POL-5
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/28/15	01/18/16	22	\$3,045.00	\$2,588.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	22	\$3,045.00	\$2,588.25	410.50
Totals	22	\$3,045.00	\$2,588.25	410.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WPDE	21%	\$3,045.00
Market	100%	\$14,500.00

Competitive Share

Competitive Share	Share	Total
AFWB	0%	\$0.00
CABLE	0%	\$0.00
EPDE	0%	\$0.00
UNKWN	15%	\$2,175.00
WBTW	49%	\$7,105.00
WEYB	0%	\$0.00
WFXB	15%	\$2,175.00
WHMC	0%	\$0.00
WJPM	0%	\$0.00
WWMB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPDE	01/15/16	01/15/16	The View The View	CM	11:00 AM-12:00 PM	----1--	:30	1	\$35.00	POL-10.40	NM		1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 01/11/16	01/17/16	----1--		1		\$35.00		10.40					
E 2	WPDE	01/15/16	01/15/16	M-F 9a-10a Rachael Ray	CM	9:00 AM-10:00 AM	----1--	:30	1	\$35.00	POL-10.70	NM		1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 01/11/16	01/17/16	----1--		1		\$35.00		10.70					

Order / Rev: 427797
 Alt Order #: 07832590
 Flight Dates: 01/12/16 - 01/18/16

Advertiser: Marco Rubio for President-R
 Product Desc: RUBIO FOR PRESIDENT
 Estimate: 112118
 WPDE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPDE	01/18/16	01/18/16	MONDAY PRIME C Castle	CM	10:00 PM-11:00 PM	1-----	:30	1	\$450.00	POL	37.50	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/18/16	01/24/16	1-----		1				\$450.00		37.50			
E 4	WPDE	01/18/16	01/18/16	M-F Late News M-F 11p-1135p	CM	11:00 PM-11:35 PM	1-----	:30	1	\$150.00	POL	17.20	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/18/16	01/24/16	1-----		1				\$150.00		17.20			
E 5	WPDE	01/18/16	01/18/16	M-F 6p-630p News M-F 6p-630p News	CM	6:00 PM-6:30 PM	1-----	:30	1	\$200.00	POL	29.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/18/16	01/24/16	1-----		1				\$200.00		29.00			
E 6	WPDE	01/18/16	01/18/16	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM	1-----	:30	1	\$100.00	POL	24.00	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: 01/18/16	01/24/16	1-----		1				\$100.00		24.00			
E 7	WPDE	01/18/16	01/18/16	MONDAY PRIME SPEC Bachelor	CM	8:00 PM-10:00 PM	1-----	:30	1	\$450.00	POL	46.10	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/18/16	01/24/16	1-----		1				\$450.00		46.10			
E 8	WPDE	01/16/16	01/16/16	Sa-Su 6p News Sa-Su 6p News	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$50.00	POL	8.70	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	-----1-		1				\$50.00		8.70			
E 9	WPDE	01/16/16	01/16/16	Sa 7p-8p Entertainment Tonight	CM	7:00 PM-8:00 PM	-----2-	:30	2	\$25.00	POL	8.60	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	-----2-		2				\$25.00		8.60			
E 10	WPDE	01/16/16	01/16/16	SATURDAY MOVIE ABC Saturday Movie	CM	8:00 PM-11:30 PM	-----2-	:30	2	\$100.00	POL	8.10	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	-----2-		2				\$100.00		8.10			
E 11	WPDE	01/16/16	01/16/16	Sa-Su 8a-9a Good Morning America	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$40.00	POL	10.30	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: 01/11/16	01/17/16	-----1-		1				\$40.00		10.30			
E 12	WPDE	01/17/16	01/17/16	SUNDAY PRIME A AFHV	CM	7:00 PM-8:00 PM	-----1	:30	1	\$200.00	POL	15.50	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	-----1		1				\$200.00		15.50			
E 13	WPDE	01/17/16	01/17/16	SUNDAY PRIME B Once Upon A Time	CM	8:00 PM-9:00 PM	-----1	:30	1	\$300.00	POL	22.50	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	-----1		1				\$300.00		22.50			
E 14	WPDE	01/14/16	01/14/16	The View The View	CM	11:00 AM-12:00 PM	---1---	:30	1	\$35.00	POL	10.40	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	---1---		1				\$35.00		10.40			
E 15	WPDE	01/14/16	01/14/16	M-F 7p-730p News M-F 7p-730p News	CM	7:00 PM-7:30 PM	---1---	:30	1	\$100.00	POL	16.60	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: 01/11/16	01/17/16	---1---		1				\$100.00		16.60			
E 16	WPDE	01/14/16	01/14/16	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM	---1---	:30	1	\$100.00	POL	24.00	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: 01/11/16	01/17/16	---1---		1				\$100.00		24.00			
E 17	WPDE	01/12/16	01/12/16	M-F Late News M-F 11p-1135p	CM	11:00 PM-11:35 PM	1-----	:30	1	\$150.00	POL	17.20	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/11/16	01/17/16	1-----		1				\$150.00		17.20			

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 Alt Order #: 07832590
 Flight Dates: 01/12/16 - 01/18/16

Advertiser: Marco Rubio for President-R
 Product Desc: RUBIO FOR PRESIDENT
 Estimate: 112118

WPDE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WPDE	01/12/16	01/12/16	M-F Late News M-F 11p-1135p	CM	11:00 PM-11:35 PM	-1-----	:30	1	\$150.00	POL	17.20	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/11/16	01/17/16	-1-----			1			\$150.00		17.20			
E 18	WPDE	01/12/16	01/12/16	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM	-1-----	:30	1	\$100.00	POL	24.00	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:		01/11/16	01/17/16	-1-----			1			\$100.00		24.00			
E 19	WPDE	01/13/16	01/13/16	M-F 6p-630p News M-F 6p-630p News	CM	6:00 PM-6:30 PM	--1----	:30	1	\$200.00	POL	29.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/11/16	01/17/16	--1----			1			\$200.00		29.00			
E 20	WPDE	01/13/16	01/13/16	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM	--1----	:30	1	\$100.00	POL	24.00	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:		01/11/16	01/17/16	--1----			1			\$100.00		24.00			
													Totals	22	\$3,045.00