

## ORDER



**Orders**  
**Order / Rev:** 392778  
**Alt Order #:** 08408788  
**Product Desc:** BURR SEN 8100  
**Estimate:** 8100  
**Flight Dates:** 10/04/16 - 10/10/16  
**Original Date / Rev:** 10/03/16 / 10/12/16  
**Order Type:** GENERAL

**Primary AE:** Jamie Andrus  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency**  
**Name:** National Media Research Planning & I  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Burr, R/R/US Senate  
**Demographic:** A35-64  
**Product Codes:** PL3.c.ii  
**Priority:** 04  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**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
09/26/16	10/10/16	29	\$9,990.00	\$8,491.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	29	\$9,990.00	\$8,491.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$9,990.00</b>	<b>\$8,491.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WGHP-TV	29%	\$9,990.00
Market	100%	\$34,448.28

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	31%	\$10,678.97
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	33%	\$11,367.93
WXLV	7%	\$2,411.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/07/16	10/07/16	M-F 5p-530p FRI 5p-530p	CM	5:00 PM-5:30 PM	----1--	:30	1	\$300.00	04	0.00	NM	1	\$175.00
Start Date: 10/03/16   End Date: 10/09/16   Weekdays: ----1--   Spots/Week: 1   Rate: \$300.00   Rating: 0.00 Week: 10/03/16-10/09/16 M-F 5p-530p   Start/End Time: 5:00 PM-5:30 PM   Weekdays: -----F-----   Length: :30   Rate: \$175.00   Rtg: 0.00   Type: NM Spot 1   Ch 8   Date Range 10/03/16-10/09/16   Description M-F 5p-530p   Start/End Time 5:00 PM-5:30 PM   Weekdays -----F-----   Length :30   Rate \$175.00   Rtg 0.00   Type NM LUR Rebate															
E 2	8	10/07/16	10/07/16		CM	5:00 AM-5:30 AM	----1--	:30	1	\$175.00	04	0.00	NM	1	\$175.00

WGHP-TV

Order / Rev: 392778  
 Alt Order #: 08408788  
 Flight Dates: 10/04/16 - 10/10/16

Advertiser: Burr, R/R/US Senate  
 Product Desc: BURR SEN 8100  
 Estimate: 8100  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	8	10/09/16	10/09/16	NFL Reg Ssn Early Gm CM		1:00 PM-4:15 PM	-----1	:30	1	\$3,000.00	03	0.00	NM	1	\$3,000.00
				NFL Reg Ssn Early Gm		(1:00 PM-4:15 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$3,000.00		0.00			
E 18	8	10/09/16	10/09/16	Su 6p-7p	CM	6:00 PM-7:00 PM	-----1	:30	1	\$300.00	04	0.00	NM	1	\$300.00
				Su 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$300.00		0.00			
E 19	8	10/09/16	10/09/16	FOX News Sunday	CM	9:00 AM-10:00 AM	-----1	:30	1	\$65.00	04	0.00	NM	1	\$65.00
				FOX News Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$65.00		0.00			
E 20	8	10/06/16	10/06/16	M-F 10p-11p	CM	10:00 PM-10:30 PM	----1---	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				THUR 10p-1030p		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$450.00		0.00			
E 21	8	10/06/16	10/06/16	M-F 5p-530p	CM	5:00 PM-5:30 PM	---1---	:30	1	\$300.00	04	0.00	NM	1	\$175.00
				THUR 5p-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$300.00		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	8	10/03/16-10/09/16	M-F 5p-530p		5:00 PM-5:30 PM	---Th-----	:30		\$175.00		0.00	NM		
				LUR Rebate											
E 22	8	10/06/16	10/06/16	M-F 5a-6a	CM	5:00 AM-5:30 AM	---1---	:30	1	\$175.00	04	0.00	NM	1	\$175.00
				THUR 5a-530a		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$175.00		0.00			
E 24	8	10/06/16	10/06/16	M-F 6a-7a	CM	6:00 AM-6:30 AM	---1---	:30	1	\$350.00	04	0.00	NM	1	\$350.00
				THUR 630a-7a		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$350.00		0.00			
E 26	8	10/06/16	10/06/16	M-F 9a-10a	CM	9:00 AM-9:30 AM	---1---	:30	1	\$150.00	04	0.00	NM	1	\$150.00
				THUR 9a-930a		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$150.00		0.00			
E 30	8	10/05/16	10/05/16	M-F 10p-11p	CM	10:30 PM-11:00 PM	--1----	:30	1	\$450.00	04	0.00	NM	1	\$450.00
				WED 1030p-11p		(10:30 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$450.00		0.00			
E 31	8	10/05/16	10/05/16	M-F 12p-1p	CM	12:00 PM-12:30 PM	--1----	:30	1	\$100.00	04	0.00	NM	1	\$100.00
				WED 12p-1230p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$100.00		0.00			
E 32	8	10/05/16	10/05/16	M-F 5p-530p	CM	5:00 PM-5:30 PM	--1----	:30	1	\$300.00	04	0.00	NM	1	\$175.00
				WED 5p-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$300.00		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	8	10/03/16-10/09/16	M-F 5p-530p		5:00 PM-5:30 PM	--W-----	:30		\$175.00		0.00	NM		
				LUR Rebate											
E 33	8	10/05/16	10/05/16	M-F 5a-6a	CM	5:00 AM-5:30 AM	--1----	:30	1	\$175.00	04	0.00	NM	1	\$175.00
				WED 5a-530a		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$175.00		0.00			
E 35	8	10/05/16	10/05/16	M-F 7a-8a	CM	7:00 AM-7:30 AM	--1----	:30	1	\$350.00	04	0.00	NM	1	\$350.00
				WED 7a-730a		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$350.00		0.00			
E 36	8	10/05/16	10/05/16		CM	8:00 AM-8:30 AM	--1----	:30	1	\$200.00	04	0.00	NM	1	\$200.00

