

ORDER



revision

Orders
Order / Rev: 324865
Alt Order #: 08245777
Product Desc: STEN ATG 4765
Estimate: 4765
Flight Dates: 10/25/16 - 11/04/16
Original Date / Rev: 11/01/16 / 11/01/16
Order Type: GENERAL

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

Agency
Name: Greer Margolis & Mitchell, Inc
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser
Name: Stein, J/D/ State Attorney General
Demographic: A35+
Product Codes: PL2.a.i
Priority: 07
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	10/30/16	30	\$24,450.00	\$20,782.50
10/31/16	11/04/16	10	\$3,550.00	\$3,017.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	30	\$24,450.00	\$20,782.50	0.00
November 2016	10	\$3,550.00	\$3,017.50	0.00
Totals	40	\$28,000.00	\$23,800.00	0.00

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	26%	\$28,000.00
Market	100%	\$107,692.31

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	22%	\$23,692.31
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$1,076.92
WUNL	0%	\$0.00
WXII	45%	\$48,461.54
WXLV	6%	\$6,461.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	8	10/25/16	10/31/16	M-F 12p-1p MON 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-----	:30	1	\$200.00	03	0.00	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:		10/25/16	10/31/16	M-----					1	\$200.00		0.00			
22	8	10/25/16	10/31/16	M-F 12p-1p TU-F, 12p-1230p	CM	12:00 PM-1:00 PM-TWTF--	--	:30	2	\$200.00	03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	8	10/25/16	10/31/16	M-F 12p-1p TU-F, 12p-1230p	CM	12:00 PM-1:00 PM	-TWTF--	:30	2	\$200.0003		0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		2			\$200.00			0.00			
23	8	10/25/16	10/31/16	M-F 4p-430p TU-F 4p-430p	CM	4p-430p	-TWTF--	:30	2	\$250.0003		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		2			\$250.00			0.00			
24	8	10/25/16	10/31/16	M-F 4p-430p MON 4p-430p	CM	4p-430p	M-----	:30	1	\$250.0003		0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		1			\$250.00			0.00			
25	8	10/25/16	10/31/16	M-F 5a-6a TU-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-TWTF--	:30	2	\$350.0003		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		2			\$350.00			0.00			
26	8	10/25/16	10/31/16	M-F 5p-530p TU-F 5p-530p	CM	5p-530p	-TWTF--	:30	4	\$400.0003		0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		4			\$400.00			0.00			
27	8	10/25/16	10/31/16	M-F 5p-530p MON 5p-530p	CM	5p-530p	M-----	:30	2	\$400.0003		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		2			\$400.00			0.00			
28	8	10/25/16	10/31/16	M-F 6a-7a TU-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-TWTF--	:30	4	\$475.0003		0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		4			\$475.00			0.00			
29	8	10/25/16	10/31/16	M-F 6a-7a MON 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:30	1	\$475.0003		0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		1			\$475.00			0.00			
N 30	8	10/25/16	10/31/16	M-F 630p-7p TU-F 630p-7p	CM	630p-7p	-TWTF--	:30	4	\$500.0003		0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		4			\$500.00			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>		
	3	8	10/25/16-10/31/16	M-F 630p-7p		630p-7p	-TWThF----	:30		(\$500.00)		0.00	NM		
	Credited														
31	8	10/25/16	10/31/16	M-F 630p-7p MON 630p-7p	CM	630p-7p	M-----	:30	1	\$500.0003		0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		1			\$500.00			0.00			
32	8	10/25/16	10/31/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	4	\$475.0003		0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		4			\$475.00			0.00			
33	8	10/25/16	10/31/16	M-F 7a-8a MON 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	M-----	:30	1	\$475.0003		0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		1			\$475.00			0.00			
34	8	10/25/16	10/31/16	M-F 8a-9a TU-F 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	:30	4	\$350.0003		0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		4			\$350.00			0.00			
35	8	10/25/16	10/31/16	M-F 8a-9a MON 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	M-----	:30	1	\$350.0003		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/16	10/31/16	M-----		1			\$350.00			0.00			

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36	8	10/25/16	10/31/16	M-F 9a-10a TU-F 930a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	1	\$200.00	03	0.00	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:		10/25/16	10/31/16	-TWTF--			1		\$200.00			0.00			
37	8	10/29/16	10/29/16	Sa 6p-7p SAT 630p-7p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----1-	:30	1	\$300.00	03	0.00	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:		10/24/16	10/30/16	-----1-			1		\$300.00			0.00			
38	8	10/30/16	10/30/16	NFL Reg Ssn Local Tm CARDINALS @ PANTHERS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$12,500.00	03	0.00	NM	1	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1			1		\$12,500.00			0.00			
39	8	10/25/16	10/28/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	730p-8p	---T---	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/16	10/30/16	---T---			1		\$350.00			0.00			
40	8	10/27/16	10/27/16	Thursday Prime Hour 1 ROSEWOOD	CM	8:00 PM-9:00 PM	---1---	:30	1	\$1,200.00	03	0.00	NM	1	\$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:		10/24/16	10/30/16	---1---			1		\$1,200.00			0.00			
N41	8	11/04/16	11/04/16	M-F 4p-430p M-F 4p-430p	CM	4p-430p	----F--	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	----F--			1		\$250.00			0.00			
N42	8	11/04/16	11/04/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	----F--	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	----F--			1		\$250.00			0.00			
													Totals	40	\$28,000.00