

ORDER

WGHP-TV

Orders

Order / Rev: 324853
Alt Order #: 08245768
Product Desc: STEIN ATG 4763
Estimate: 4763
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 10/07/16 / 10/07/16
Order Type: GENERAL

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

Revision

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: 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	10/17/16	41	\$17,035.00	\$14,479.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$17,035.00	\$14,479.75	0.00
Totals	41	\$17,035.00	\$14,479.75	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%	\$17,035.00
Market	100%	\$65,519.23

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	22%	\$14,414.23
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$655.19
WUNL	0%	\$0.00
WXII	45%	\$29,483.65
WXLV	6%	\$3,931.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	8	10/11/16	10/14/16	M-F 10p-11p TU-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-TWTF--	:30	3	\$450.00	04	0.00	NM	3	\$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:		10/11/16	10/17/16	-TWTF--			3		\$450.00		0.00				
N 18	8	10/11/16	10/17/16	M-F 12p-1p TU-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PI-TWTF--	:30	1	\$100.00	04	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:		10/11/16	10/17/16	-TWTF--			1		\$100.00		0.00				

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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
N19	8	10/11/16	10/17/16	M-F 4p-430p TU-F 4p-430p	CM	4p-430p	-TWTF--	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--			1		\$175.00			0.00			
N20	8	10/11/16	10/17/16	M-F 4p-430p MON 4p-430p	CM	4p-430p	M-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	M-----			1		\$175.00			0.00			
N21	8	10/11/16	10/17/16	M-F 5a-6a TU-F 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-TWTF--	:30	1	\$175.00	04	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--			1		\$175.00			0.00			
N22	8	10/11/16	10/17/16	M-F 5p-530p TU-F 5p-530p	CM	5p-530p	-TWTF--	:30	3	\$300.00	04	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--			3		\$300.00			0.00			
N23	8	10/11/16	10/17/16	M-F 6a-7a TU-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-TWTF--	:30	1	\$350.00	04	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:		10/11/16	10/17/16	-TWTF--			1		\$350.00			0.00			
N24	8	10/11/16	10/17/16	M-F 6a-7a MON 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M-----	:30	1	\$350.00	04	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:		10/11/16	10/17/16	M-----			1		\$350.00			0.00			
N25	8	10/11/16	10/17/16	M-F 6p-630p TU-F 6p-630p	CM	6p-630p	-TWTF--	:30	3	\$350.00	04	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--			3		\$350.00			0.00			
N26	8	10/11/16	10/17/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	2	\$350.00	04	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:		10/11/16	10/17/16	-TWTF--			2		\$350.00			0.00			
N27	8	10/11/16	10/17/16	M-F 7a-8a MON 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	M-----	:30	1	\$350.00	04	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:		10/11/16	10/17/16	M-----			1		\$350.00			0.00			
N28	8	10/11/16	10/17/16	M-F 8a-9a TU-F 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-TWTF--	:30	3	\$200.00	04	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/11/16	10/17/16	-TWTF--			3		\$200.00			0.00			
N29	8	10/11/16	10/17/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	:30	1	\$150.00	04	0.00	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:		10/11/16	10/17/16	-TWTF--			1		\$150.00			0.00			
N30	8	10/11/16	10/13/16	M-F 1130p-12a EXTRA	CM	1130p-12a	-TWT---	:30	1	\$70.00	03	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/10/16	10/16/16	-TWT---			1		\$70.00			0.00			
N31	8	10/11/16	10/13/16	M-F 12a-1230a SEINFELD	CM	12a-1230a	-TWT---	:30	1	\$40.00	03	0.00	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:		10/10/16	10/16/16	-TWT---			1		\$40.00			0.00			
N32	8	10/16/16	10/16/16	NFL Reg Ssn Local Tm PANTHERS @ SAINTS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1			1		\$6,000.00			0.00			
N33	8	10/11/16	10/14/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	730p-8p	--W-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>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N33	8	10/11/16	10/14/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	730p-8p	--W-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:	10/10/16	10/16/16	--W-F--					1	\$250.00		0.00			
N34	8	10/11/16	10/14/16	M-F 10p-11p TU-F 1030p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PI-TWTF--	:30	2	\$450.00	04	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-TWTF--					2	\$450.00		0.00			
N35	8	10/11/16	10/17/16	M-F 12p-1p TU-F 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	PM-TWTF--	:30	1	\$100.00	04	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:	10/11/16	10/17/16	-TWTF--					1	\$100.00		0.00			
N36	8	10/11/16	10/17/16	M-F 430p-5p TU-F 430p-5p	CM	430p-5p	-TWTF--	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-TWTF--					1	\$175.00		0.00			
N37	8	10/11/16	10/17/16	M-F 5a-6a TU-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-TWTF--	:30	1	\$175.00	04	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-TWTF--					1	\$175.00		0.00			
N38	8	10/11/16	10/17/16	M-F 530p-6p TU-F 530p-6p	CM	530p-6p	-TWTF--	:30	2	\$300.00	04	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/16	10/17/16	-TWTF--					2	\$300.00		0.00			
N39	8	10/11/16	10/17/16	M-F 6a-7a TU-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-TWTF--	:30	1	\$350.00	04	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:	10/11/16	10/17/16	-TWTF--					1	\$350.00		0.00			
N40	8	10/11/16	10/17/16	M-F 6p-630p TU-F 6p-630p	CM	6p-630p	-TWTF--	:30	2	\$350.00	04	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:	10/11/16	10/17/16	-TWTF--					2	\$350.00		0.00			
N41	8	10/11/16	10/17/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	1	\$350.00	04	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:	10/11/16	10/17/16	-TWTF--					1	\$350.00		0.00			
N42	8	10/11/16	10/17/16	M-F 7a-8a MON 730a-8a	CM	7:30 AM-7:30 AM (7:30 AM-7:30 AM)	M-----	:30	1	\$350.00	04	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:	10/11/16	10/17/16	M-----					1	\$350.00		0.00			
N43	8	10/11/16	10/17/16	M-F 8a-9a TU-F 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	:30	2	\$200.00	04	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:	10/11/16	10/17/16	-TWTF--					2	\$200.00		0.00			
N44	8	10/11/16	10/17/16	M-F 9a-10a TU-F 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-TWTF--	:30	1	\$150.00	04	0.00	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:	10/11/16	10/17/16	-TWTF--					1	\$150.00		0.00			
Totals														41	\$17,035.00