

ORDER

WGHP-TV

Orders
Order / Rev: 280704
Alt Order #: 08144880
Product Desc: STEIN 3/8
Estimate: 4380
Flight Dates: 03/08/16 - 03/14/16
Original Date / Rev: 03/10/16 / 03/10/16
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: 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
02/29/16	03/14/16	17	\$4,190.00	\$3,561.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	17	\$4,190.00	\$3,561.50	0.00
Totals	17	\$4,190.00	\$3,561.50	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	Share	Total
WGHP-TV	26%	\$4,190.00
Market	100%	\$16,115.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	35%	\$5,640.38
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	32%	\$5,156.92
WXLV	7%	\$1,128.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	03/08/16	03/11/16	M-F 10p-11p TU-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-TWTF--	:30	2	\$400.00	07	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:		03/07/16	03/13/16	-TWTF--			2		\$400.00		0.00				
2	8	03/08/16	03/11/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AI-TWTF--	:30	1	\$55.00	04	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/16	03/13/16	-TWTF--			1		\$55.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	8	03/14/16	03/14/16	M-F 12p-1p M 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	1-----	:30	1	\$100.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/14/16	03/20/16	1-----	1		\$100.00		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	03/14/16-03/20/16		M-F 12p-1p	12:00 PM-12:30 PM		1-----	:30		(\$100.00)		0.00	NM		
Credited															
N 4	8	03/14/16	03/14/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	1-----	:30	1	\$65.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/14/16	03/20/16	1-----	1		\$65.00		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	03/14/16-03/20/16		M-F 4p-5p	4:00 PM-5:00 PM		1-----	:30		(\$65.00)		0.00	NM		
Credited															
5	8	03/08/16	03/11/16	M-F 5p-6p M-F 5p-6p	CM	5:00 PM-6:00 PM	-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:		03/07/16	03/13/16	-TWTF--	2		\$200.00		0.00						
6	8	03/08/16	03/11/16	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	-TWTF--	:30	2	\$250.00	04	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:		03/07/16	03/13/16	-TWTF--	2		\$250.00		0.00						
7	8	03/08/16	03/11/16	M-F 6p-7p M-F 6p-7p	CM	6p-7p	-TWTF--	:30	2	\$250.00	04	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:		03/07/16	03/13/16	-TWTF--	2		\$250.00		0.00						
8	8	03/08/16	03/11/16	M-F 7a-8a M-F 7a-8a	CM	7:00 AM-8:00 AM	-TWTF--	:30	2	\$250.00	04	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:		03/07/16	03/13/16	-TWTF--	2		\$250.00		0.00						
N 9	8	03/14/16	03/14/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	1-----	:30	1	\$110.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/14/16	03/20/16	1-----	1		\$110.00		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	03/14/16-03/20/16		M-F 730p-8p	7:30 PM-8:00 PM		1-----	:30		(\$110.00)		0.00	NM		
Credited															
10	8	03/08/16	03/11/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 AM	-TWTF--	:30	2	\$140.00	04	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/07/16	03/13/16	-TWTF--	2		\$140.00		0.00						
11	8	03/08/16	03/11/16	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-TWTF--	:30	1	\$90.00	04	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/07/16	03/13/16	-TWTF--	1		\$90.00		0.00						
12	8	03/12/16	03/12/16	Sa 6p-7p Sa 6p-7p	CM	6:00 PM-7:00 PM	-----1-	:30	1	\$65.00	04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/07/16	03/13/16	-----1-	1		\$65.00		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	03/07/16-03/13/16		Sa 6p-7p	6:00 PM-7:00 PM		-----Sa--	:30		(\$65.00)		0.00	NM		
Credited															
13	8	03/13/16	03/13/16	Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM (10:00 PM-11:00 PM)	-----1	:30	1	\$250.00	04	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:		03/07/16	03/13/16	-----1	1		\$250.00		0.00						
14	8	03/10/16	03/10/16	Thursday Prime AMERICAN IDOL	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	---1---	:30	1	\$750.00	04	0.00	NM	1	\$750.00
		<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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14	8	03/10/16	03/10/16	Thursday Prime AMERICAN IDOL	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	---1---	:30	1	\$750.00	04	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/07/16	03/13/16	---1---	1		\$750.00		0.00						
15	8	03/11/16	03/11/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	----1--	:30	1	\$65.00	04	0.00	NM	1	\$65.00
		MG for 1x NA line 12													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/07/16	03/13/16	----1--	1		\$65.00		0.00						
													Totals	17	\$4,190.00