

## ORDER



WSMV

**Orders**  
**Order / Rev:** 809289  
**Alt Order #:** 08656059  
**Product Desc:** AARP 6/12-6/23  
**Estimate:** 6020  
**Flight Dates:** 06/12/17 - 06/25/17  
**Original Date / Rev:** 06/13/17 / 06/13/17  
**Order Type:** GENERAL

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis Mitchell Burns, Inc (G  
**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:** AARP  
**Demographic:** A35+  
**Product Codes:** Profess-Insurance,Organizations-Busine  
**Priority:** SPP  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLI  
**Revenue Code 3:** FLT

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/29/17	06/25/17	67	\$46,875.00	\$39,843.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2017	67	\$46,875.00	\$39,843.75	0.00
<b>Totals</b>	<b>67</b>	<b>\$46,875.00</b>	<b>\$39,843.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WSMV	06/12/17	06/23/17	M-F Late News M-F 10P NEWS	CM	10P-1035P	MTWTF--	:30	3	\$1,100.00	SPP	0.00	NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					3	\$1,100.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					3	\$1,100.00		0.00			
2	WSMV	06/12/17	06/23/17	Ch 4 News @ Noon Ch 4 News @ Noon	CM	M-F 12p-1230p	MTWTF--	:30	2	\$275.00	SPP	0.00	NM	4	\$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: 06/12/17	06/18/17	MTWTF--					2	\$275.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					2	\$275.00		0.00			
3	WSMV	06/12/17	06/23/17	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-5pm	MTWTF--	:30	2	\$400.00	SPP	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: 06/12/17	06/18/17	MTWTF--					2	\$400.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					2	\$400.00		0.00			
4	WSMV	06/12/17	06/23/17	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	MTWTF--	:30	3	\$550.00	SPP	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					3	\$550.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					3	\$550.00		0.00			
5	WSMV	06/12/17	06/23/17	M-F News 4 Today @ 5 CM M-F 5-6a		M-F 5a-6a	MTWTF--	:30	2	\$250.00	SPP	0.00	NM	4	\$1,000.00

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 Flight Dates: 06/12/17 - 06/25/17

Advertiser: AARP  
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 Estimate: 6020

WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WSMV	06/12/17	06/23/17	M-F News 4 Today @ 5 CM M-F 5-6a		M-F 5a-6a	MTWTF--	:30	2	\$250.00	SPP	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					2	\$250.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					2	\$250.00		0.00			
6	WSMV	06/12/17	06/23/17	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	MTWTF--	:30	3	\$700.00	SPP	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					3	\$700.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					3	\$700.00		0.00			
7	WSMV	06/12/17	06/23/17	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	MTWTF--	:30	3	\$425.00	SPP	0.00	NM	6	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					3	\$425.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					3	\$425.00		0.00			
8	WSMV	06/12/17	06/23/17	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	MTWTF--	:30	3	\$600.00	SPP	0.00	NM	6	\$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: 06/12/17	06/18/17	MTWTF--					3	\$600.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					3	\$600.00		0.00			
9	WSMV	06/12/17	06/23/17	Today Show 1 Today Show 7-9am	CM	658-9AM	MTWTF--	:30	4	\$400.00	SPP	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	MTWTF--					4	\$400.00		0.00			
		Week: 06/19/17	06/25/17	MTWTF--					4	\$400.00		0.00			
10	WSMV	06/17/17	06/24/17	Sa Late News Sa Late News	CM	Sat 10-1030p	-----1-	:30	1	\$900.00	SPP	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	-----1-					1	\$900.00		0.00			
		Week: 06/19/17	06/25/17	-----1-					1	\$900.00		0.00			
11	WSMV	06/24/17	06/24/17	SA Channel 4 Weekend@M Ch. 4 News at 6 Saturday		558-630pm	-----1-	:30	1	\$600.00	SPP	0.00	NM	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: 06/19/17	06/25/17	-----1-					1	\$600.00		0.00			
12	WSMV	06/17/17	06/17/17	SA 6a News Sat 6-7a	CM	Sat 6-7a	-----1-	:30	1	\$225.00	SPP	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	-----1-					1	\$225.00		0.00			
13	WSMV	06/24/17	06/24/17	SA Today Show 7-9a Sat Today Show	CM	Sat 7a-830a or 7a-	-----1-	:30	1	\$400.00	SPP	0.00	NM	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: 06/19/17	06/25/17	-----1-					1	\$400.00		0.00			
14	WSMV	06/17/17	06/17/17	EM Sa-Su 4a-10a EM Sa-Su 4a-10a	CM	Sa 830a-10a (8:30 AM-10:00 AM)	-----1-	:30	1	\$400.00	SPP	0.00	NM	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: 06/12/17	06/18/17	-----1-					1	\$400.00		0.00			
15	WSMV	06/18/17	06/18/17	SU Channel 4 Weekend@M Ch. 4 News at 5 Sunday		5-530pm	-----1	:30	1	\$600.00	SPP	0.00	NM	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: 06/12/17	06/18/17	-----1					1	\$600.00		0.00			
16	WSMV	06/25/17	06/25/17	SU Today Sh 7-8a or 7-9a SU Today Sh 7-8a or 7-9a	CM	SU 7a-8a or 7a-9a	-----1	:30	1	\$400.00	SPP	0.00	NM	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: 06/19/17	06/25/17	-----1					1	\$400.00		0.00			
17	WSMV	06/25/17	06/25/17	SU 8a News Sun 8a-9a	CM	Sun 8a-9a	-----1	:30	1	\$400.00	SPP	0.00	NM	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: 06/19/17	06/25/17	-----1					1	\$400.00		0.00			
18	WSMV	06/18/17	06/25/17	Meet the Press Sun 9-10a	CM	Sun 9-10a	-----1	:30	1	\$550.00	SPP	0.00	NM	2	\$1,100.00

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WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Meet the Press Sun 9-10am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	-----1		1				\$550.00		0.00			
		Week: 06/19/17	06/25/17	-----1		1				\$550.00		0.00			
19	WSMV	06/20/17	06/20/17	Amer Got Talent 1st TUE	CM	AGT Tu 7-9p	-1-----	:30	1	\$4,000.00	SPP	0.00	NM	1	\$4,000.00
				AGT 1st Run TUE		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/17	06/25/17	-1-----		1				\$4,000.00		0.00			
20	WSMV	06/14/17	06/14/17	M-F 630-7pm	CM	629-7pm	--1----	:30	1	\$800.00	SPP	0.00	NM	1	\$800.00
				Smashville Road To Cup											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	--1----		1				\$800.00		0.00			
N21	WSMV	06/14/17	06/14/17	Predators Pre-Puck Drop	CM	Predators Pre-Puc	--1----	:30	1	\$9,000.00	SPP	0.00	NM	4	\$9,000.00
				Predators Pre-Puck Drop											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/17	06/18/17	--1----		1				\$9,000.00		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	WSMV	06/12/17-06/18/17	Predators Pre-Puck Drop			Predators Pre-Pu	--W-----	:30		(\$9,000.00)		0.00	NM		
		See MG 21.2,21.3,21.4,21.5													
		[PROG- PROGRAM CHANGE game]													
2	WSMV	06/15/17-06/15/17	Local News Special			Thu 7-8p	(7:00 PM-8:00 P---Th-----	:30		\$3,000.00		0.00	NM		
		Ⓜ MG for 21.1 06/14													
3	WSMV	06/15/17-06/15/17	Local News Special			Thu 7-8p	(7:00 PM-8:00 P---Th-----	:30		\$3,000.00		0.00	NM		
		Ⓜ MG for 21.1 06/14													
4	WSMV	06/18/17-06/18/17	Su 6-7pm			6-7p	-----Su	:30		\$1,500.00		0.00	NM		
		Ⓜ MG for 21.1 06/14													
5	WSMV	06/18/17-06/18/17	Su 6-7pm			6-7p	-----Su	:30		\$1,500.00		0.00	NM		
		Ⓜ MG for 21.1 06/14													
													Totals	67	\$46,875.00

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ADV #	NAME	ISS/AARP
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REP. #	OFF. #	SALESMAN #
1	1	1
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91	91	91
92	92	92
93	93	93
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100	100	100

AGY # 118 AGY. NAME GREER, MARGOLIS, MITCHELL

BUYER NAME MAURA GILROY

3050 K ST NW,

SALES PRSN WA- AARON ASHE

WASHINGTON, DC 20007

ORDER # CONTRACT # 8656059

CLASS: NATL. LOCAL REGIONAL

PRDCT AARP 6/12-6/23 EST#6020 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	JUN12/17	JUN25/17	WK-2
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CITY TAX	STATE TAX	CO-OP BILLING	NEEDED	DATE	JUN13/17	10.32
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REP: MG 1 APPROVED  
PLS CNFRM  
THANKS 6-13

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
3050 K ST NW  
WASHINGTON, DC 20007

[illegible]

AGENCY ADVERTISER CODE = 5  
AGENCY PRODUCT CODE = 8

AGENCY EST# 6020

21	S	700P-715P	30	\$9,000.00	6/14	0	WED
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PROGRAM : PRE-PUCK DROP
CON COM1: PRE-PUCK DROP
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REP HEADLINE# 8656059      TRF# 809289      REP: TEL# 703 528 7800      FAX# 703 528 7880      JUN13/17 10.32  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$      ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*CHANGES\*\*      \*\*\* WSMV-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
22	A		700P-800P	30		\$3,000.00	6/15	6/15	2		THU	2
PROGRAM : HOW SMASHVILLE MADE HISTORY												
ORD COM1: NO STANLEY CUP GAME 7 -OFFER LOCAL SPECIAL-HOW SMASHVILLE MADE												
ORD COM2: HISTORY/SUN NIGHT W/ MEGYN KELLY												
THIS IS A MAKE-GOOD FOR JUN14 ON LINE-21 FOR 1 SPOT/WK												
23	A		600P-700P	30		\$1,500.00	6/18	6/18	2		SUN	2
PROGRAM : SUNDAY W/ MEGYN KELLY												
ORD COM1: NO STANLEY CUP GAME 7 -OFFER LOCAL SPECIAL-HOW SMASHVILLE MADE												
ORD COM2: HISTORY/SUN NIGHT W/ MEGYN KELLY												
PART OF A MAKEGOOD MADE UP OF LINES 22-23												
STATION MAKEGOOD OFFERS:												
M1 OK'D BUY#21 MISSED:WED/700P-715P JUN14 30S \$9,000.00 (JUN13/17)												
OFFER:THU/700P-800P JUN15 (2/WK) 30S \$3,000.00 PLS ADVISE.												
& SUN/600P-700P JUN18 (2/WK) 30S \$1,500.00												
CMT:NO STANLEY CUP GAME 7 -OFFER LOCAL SPECIAL-HOW SMASHVILLE MADE												
CMT:HISTORY/SUN NIGHT W/ MEGYN KELLY												
JUN/17 46875.00 CONTRACT TOTAL 46875.00												
TOTAL SPOTS 67												

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE