

ORDER

WDBJ7

Orders
Order / Rev: 38140
Alt Order #: 07969718
Product Desc: NANCY DYE 4 SENATE
Estimate:
Flight Dates: 10/15/15 - 10/21/15
Original Date / Rev: 10/16/15 / 10/16/15
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: MATTHEW NORTEN
Sales Office: Poli
Sales Region: Pol

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser Name: POLI / N DYE/R/SEN/VA
Demographic: A35+
Product Codes: PL3
Priority: P1
Revenue Codes: AGY, POL HRP, POL CAND

New Business Thru:
Order Separation: 00:04:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/12/15	10/21/15	90	\$32,510.00	\$27,633.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	90	\$32,510.00	\$27,633.50	0.00
Totals	90	\$32,510.00	\$27,633.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATTHEW NORTEN			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDBJ Television Inc.	53%	\$32,510.00
Market	100%	\$61,339.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	14%	\$8,587.55
WPXR	0%	\$0.00
WSET	18%	\$11,041.13
WSLS	15%	\$9,200.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDBJ7	10/15/15	10/16/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	---TF--	:30	2	\$205.00	P1	0.00	NM	2	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/15	10/18/15	---TF--		2		\$205.00		0.00					
2	WDBJ7	10/19/15	10/21/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MTW----	:30	3	\$205.00	P1	0.00	NM	3	\$615.00
		<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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Advertiser: POLI / N DYE/R/SEN/VA
 Product Desc: NANCY DYE 4 SENATE
 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDBJ7	10/19/15	10/21/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MTW----	:30	3	\$205.00	P1	0.00	NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$205.00		0.00			
3	WDBJ7	10/15/15	10/16/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	---TF--	:30	3	\$140.00	P1	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					3	\$140.00		0.00			
4	WDBJ7	10/19/15	10/21/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	MTW----	:30	5	\$140.00	P1	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					5	\$140.00		0.00			
5	WDBJ7	10/15/15	10/16/15	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	---TF--	:30	3	\$175.00	P1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					3	\$175.00		0.00			
6	WDBJ7	10/19/15	10/21/15	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	MTW----	:30	3	\$175.00	P1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$175.00		0.00			
7	WDBJ7	10/15/15	10/16/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	---TF--	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					2	\$150.00		0.00			
8	WDBJ7	10/19/15	10/21/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	M-W----	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	M-W----					2	\$150.00		0.00			
9	WDBJ7	10/15/15	10/16/15	M-F 4-5P ELLEN	CM	M-F 4-5P	---TF--	:30	2	\$110.00	P1	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					2	\$110.00		0.00			
10	WDBJ7	10/19/15	10/21/15	M-F 4-5P ELLEN	CM	M-F 4-5P	MTW----	:30	3	\$110.00	P1	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$110.00		0.00			
11	WDBJ7	10/15/15	10/16/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	---TF--	:30	2	\$360.00	P1	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					2	\$360.00		0.00			
12	WDBJ7	10/19/15	10/21/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	MTW----	:30	3	\$240.00	IP	0.00	NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$240.00		0.00			
13	WDBJ7	10/15/15	10/16/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	---TF--	:30	2	\$595.00	P1	0.00	NM	2	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	---TF--					2	\$595.00		0.00			
14	WDBJ7	10/19/15	10/21/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	MTW----	:30	3	\$475.00	IP	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$475.00		0.00			
15	WDBJ7	10/15/15	10/16/15	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	---TF--	:30	2	\$525.00	P1	0.00	NM	2	\$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: 10/12/15	10/18/15	---TF--					2	\$525.00		0.00			
16	WDBJ7	10/19/15	10/21/15	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	MTW----					3	\$405.00		0.00			

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WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDBJ7	10/19/15	10/21/15	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/15	10/25/15	MTW----			3		\$405.00		0.00				
17	WDBJ7	10/15/15	10/16/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P (7:30 PM-8:00 PM)	---TF--	:30	2	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	---TF--			1		\$525.00		0.00				
18	WDBJ7	10/19/15	10/21/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P	MTW----	:30	3	\$405.00	IP	0.00	NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/15	10/25/15	MTW----			3		\$405.00		0.00				
19	WDBJ7	10/15/15	10/16/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	---TF--	:30	2	\$405.00	P1	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	---TF--			1		\$405.00		0.00				
20	WDBJ7	10/19/15	10/21/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	MTW----	:30	3	\$285.00	IP	0.00	NM	3	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/15	10/25/15	MTW----			3		\$285.00		0.00				
21	WDBJ7	10/17/15	10/17/15	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$125.00	P1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----1-			1		\$125.00		0.00				
22	WDBJ7	10/18/15	10/18/15	SUN 1030-1130A SUN 1030-1130A	CM	SUN 1030-1130A (10:30 AM-11:30 AM)	-----2	:30	2	\$60.00	IP	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----2			2		\$60.00		0.00				
23	WDBJ7	10/18/15	10/18/15	VT COACHES SHOW VT COACHES SHOW	CM	SU 1130A - 12P	-----1	:30	1	\$30.00	IP	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----1			1		\$30.00		0.00				
24	WDBJ7	10/18/15	10/18/15	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----2	:30	2	\$190.00	P1	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----2			2		\$190.00		0.00				
25	WDBJ7	10/20/15	10/20/15	TUE HOUR 2 NCIS: NEW ORLEANS	CM	TUE 9-10P	-1-----	:30	1	\$880.00	P1	0.00	NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/15	10/25/15	-1-----			1		\$880.00		0.00				
26	WDBJ7	10/21/15	10/21/15	WED HOUR 2 WED 9-10P	CM	WED 9-10P	--1----	:30	1	\$665.00	IP	0.00	NM	1	\$665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/15	10/25/15	--1----			1		\$665.00		0.00				
27	WDBJ7	10/15/15	10/15/15	NFL THURSDAY NIGHT NFL THURSDAY NIGHT	CM	NFL THURSDAY	1---2---	:30	2	\$1,260.00	P1	0.00	NM	2	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	---2---			2		\$1,260.00		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	WDBJ7	10/12/15-10/18/15		THURS NFL	THURS NFL		---Th-----	:30		\$1,260.00		0.00	NM		
2	WDBJ7	10/12/15-10/18/15		THURS NFL	THURS NFL		---Th-----	:30		\$1,260.00		0.00	NM		
28	WDBJ7	10/18/15	10/18/15	SUN 830-930P SUN 830-930P	CM	SUN 830-930P	-----1	:30	1	\$405.00	IP	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----1			1		\$405.00		0.00				
29	WDBJ7	10/18/15	10/18/15	SUN 730-830P SUN 730-830P	CM	SUN 730-830P	-----2	:30	2	\$635.00	P1	0.00	NM	2	\$1,270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/15	10/18/15	-----2			2		\$635.00		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
29	WDBJ7	10/18/15	10/18/15	SUN 730-830P SUN 730-830P	CM	SUN 730-830P	-----2	:30	2	\$635.00	P1	0.00	NM	2	\$1,270.00
30	WDBJ7	10/17/15	10/17/15	ACC FOOTBALL ACC FOOTBALL	CM	12N-330P (12:30 PM-3:30 PM)	-----2-	:30	2	\$175.00	OC	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----2-	2		\$175.00		0.00						
31	WDBJ7	10/17/15	10/17/15	CBS FOOTBALL AFTERNOON CBS FOOTBALL AFTERNOON	CM	Sat 1200P-7P	-----2-	:30	2	\$175.00	OC	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----2-	2		\$175.00		0.00						
32	WDBJ7	10/18/15	10/18/15	NFL GAME 1 NFL GAME 1	CM	SUN 1-4P (1:00 PM-4:00 PM)	-----2	:30	2	\$665.00	IP	0.00	NM	2	\$1,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----2	2		\$665.00		0.00						
33	WDBJ7	10/18/15	10/18/15	NFL GAME 2 NFL GAME 2	CM	SUN 4-7P (4:00 PM-7:30 PM)	-----1	:30	1	\$1,060.00	IP	0.00	NM	1	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----1	1		\$1,060.00		0.00						
34	WDBJ7	10/19/15	10/19/15	MON HOUR 3 NCIS: LOS ANGELES	CM	MON 10-11P	1-----	:30	1	\$335.00	IP	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/15	10/25/15	1-----	1		\$335.00		0.00						
35	WDBJ7	10/20/15	10/20/15	TUE HOUR 1 TUE 8-9P	CM	TUE 8-9P (8:00 PM-9:00 PM)	-1-----	:30	1	\$855.00	IP	0.00	NM	1	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/15	10/25/15	-1-----	1		\$855.00		0.00						
36	WDBJ7	10/17/15	10/17/15	SAT 7-8P SAT 7-8P	CM	SAT 7-8P (7:00 PM-7:30 PM)	-----1-	:30	1	\$120.00	IP	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----1-	1		\$120.00		0.00						
37	WDBJ7	10/19/15	10/21/15	M-F 6-7P NEWS 7 AT 6/CBS EVENING N	CM	M-F 6-7P	MTW----	:30	2	\$435.00	IP	0.00	NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/15	10/25/15	MTW----	2		\$435.00		0.00						
38	WDBJ7	10/17/15	10/17/15	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----S-	:30	1	\$130.00	P1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----S-	1		\$130.00		0.00						
39	WDBJ7	10/17/15	10/17/15	WDBJ NEWS AT 7:30P WDBJ NEWS AT 7:30P	CM	SAT 730-8P	-----S-	:30	1	\$120.00	IP	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----S-	1		\$120.00		0.00						
40	WDBJ7	10/19/15	10/19/15	M-F 730-8P JEOPARDY	CM	M-F 730P-8P (7:30 PM-8:00 PM)	M-----	:30	1	\$525.00	P1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/15	10/25/15	M-----	1		\$525.00		0.00						
41	WDBJ7	10/20/15	10/20/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-T-----	:30	1	\$405.00	P1	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/15	10/25/15	-T-----	1		\$405.00		0.00						
N42	WDBJ7	10/18/15	10/18/15	SUN 930-1030P SUN 930-1030P	CM	SUN 930-1030P	-----S	:30	1	\$370.00	IP	0.00	NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----S	1		\$370.00		0.00						
N43	WDBJ7	10/18/15	10/18/15	SUN 1030-1130A SUN 1030-1130A	CM	SUN 1030-1130A	-----S	:30	1	\$410.00	P1	0.00	NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/15	10/18/15	-----S	1		\$410.00		0.00						

Order / Rev: 38140
 Alt Order #: 07969718
 Flight Dates: 10/15/15 - 10/21/15

Advertiser: POLI / N DYE/R/SEN/VA
 Product Desc: NANCY DYE 4 SENATE
 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 44	WDBJ7	10/18/15	10/18/15	NFL GAME 2 NFL GAME 2	CM	SUN 4-7P	-----S	:30	1	\$1,060.00	P1	0.00	NM	1	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/12/15	10/18/15	-----S		1			\$1,060.00		0.00				
N 45	WDBJ7	10/19/15	10/19/15	MON HOUR 1 BIG BANG/LIFE IN PIECES	CM	MON 8-9P	M-----	:30	1	\$550.00	IP	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/19/15	10/25/15	M-----		1			\$550.00		0.00				
N 46	WDBJ7	10/19/15	10/19/15	MON HOUR 2 SCORPION	CM	MON 9-10P	M-----	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/19/15	10/25/15	M-----		1			\$550.00		0.00				
N 47	WDBJ7	10/20/15	10/20/15	TUE HOUR 1 TUE 8-9P	CM	TUE 8-9P	-T-----	:30	1	\$855.00	IP	0.00	NM	1	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/19/15	10/25/15	-T-----		1			\$855.00		0.00				
N 48	WDBJ7	10/20/15	10/20/15	TUE HOUR 2 NCIS: NEW ORLEANS	CM	TUE 9-10P	-T-----	:30	1	\$880.00	P1	0.00	NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/19/15	10/25/15	-T-----		1			\$880.00		0.00				
N 49	WDBJ7	10/21/15	10/21/15	WED HOUR 3 CODE BLACK	CM	WED 10-11P	--W----	:30	1	\$390.00	IP	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/19/15	10/25/15	--W----		1			\$390.00		0.00				
N 50	WDBJ7	10/21/15	10/21/15	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	--W----	:30	1	\$100.00	P1	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:	10/19/15	10/25/15	--W----		1			\$100.00		0.00				
N 51	WDBJ7	10/18/15	10/18/15	NFL GAME 1 NFL GAME 1	CM	SUN 1-4P	-----S	:30	1	\$835.00	P1	0.00	NM	1	\$835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/12/15	10/18/15	-----S		1			\$835.00		0.00				
Totals														90	\$32,510.00

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT RISK !!!
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT16/15 12.09
\$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ *** WDBJ-TV ***

ADV # ADV. NAME POLI/N DYE/R/SEN/VA REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME SCOTT FRANKLIN
7669 STAGERS LOOP SALES PRSN WA- MATTHEW NORTEN (H)
DELAWARE, OH 43015

ORDER # CONTRACT # 7969718 CLASS: NATL. LOCAL REGIONAL
PRDCT NANCY DYE 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT15/15 OCT21/15 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT16/15 12.09

REP: REVISION 10/16
LINES 42-51 ADDED
NEW TTL \$32,510
PLS CFN
THANKS TAYLOR FOR MATT

STA:

CON CM NANCY DYE FOR SENATE

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 32510.00
TOTAL SPOTS 90

REP HEADLINE# 7969718 TRF# 38140 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT16/15 11.46
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WDBJ-TV ***
 CHANGES

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
45	A		400P-700P	30		\$1,060.00	10/18	10/18	1		SUN	1
PROGRAM : NFL												
CON COM1: NFL												
46	A		800P-900P	30		\$550.00	10/19	10/19	1		MON	1
PROGRAM : BIG BANG/LIFE IN PIECES												
CON COM1: BIG BANG/LIFE IN PIECES												
47	A		900P-1000P	30		\$550.00	10/19	10/19	1		MON	1
PROGRAM : SCORPION												
CON COM1: SCORPION												
48	A		800A-900A	30		\$855.00	10/20	10/20	1		TUE	1
PROGRAM : NSIC												
CON COM1: NCIS												
49	A		900P-1000P	30		\$880.00	10/20	10/20	1		TUE	1
PROGRAM : NSIC: NO												
CON COM1: NCIS: NO												
50	A		1000P-1100P	30		\$390.00	10/21	10/21	1		WED	1
PROGRAM : CODE BLACK												
CON COM1: CODE BLACK												
51	A		300P-400P	30		\$100.00	10/21	10/21	1		WED	1
PROGRAM : LETS MAKE A DEAL												
CON COM1: LETS MAKE A DEAL												
OCT/15	32510.00											
											CONTRACT TOTAL	32510.00
											TOTAL SPOTS	90

MARKET TOTALS \$47,905 WDBJ 53% WSET 18% WSLS 15% WFXR 14% CABL 0% WPXR 0% WTLU 0%
 WBVA 0% EDBJ 0%

SHARES ARE ACCURATE

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