

ORDER



WGHP-TV

Orders
Order / Rev: 397701
Alt Order #: 08419240
Product Desc: DEBORAH ROSS
Estimate: 5393
Flight Dates: 10/19/16 - 10/23/16
Original Date / Rev: 10/18/16 / 10/18/16
Order Type: GENERAL

mw

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

Agency Name: AL Media
Buying Contact:
Billing Contact:
 222 W. Ontario Street
 Chicago, IL 60654

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

Advertiser Name: Ross, D/D/Sen/NC
Demographic: A35+
Product Codes: PL3.c.i
Priority: 03
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	10/23/16	25	\$9,230.00	\$7,845.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	25	\$9,230.00	\$7,845.50	0.00
Totals	25	\$9,230.00	\$7,845.50	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	25%	\$9,230.00
Market	100%	\$36,920.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	30%	\$11,076.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	25%	\$9,230.00
WXLV	20%	\$7,384.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/19/16	10/21/16	M-F 5a-6a W-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--WTF--	:30	3	\$175.0004		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: 10/17/16	10/23/16	--WTF--		3				\$175.00		0.00			
E 2	8	10/19/16	10/21/16	M-F 7a-8a W-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--WTF--	:30	2	\$350.0004		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: 10/17/16	10/23/16	--WTF--		2				\$350.00		0.00			

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 Estimate: 5393
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	10/19/16	10/21/16	M-F 9a-10a W-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	--WTF--	: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: 10/17/16	10/23/16	--WTF--		1				\$200.00		0.00			
E 4	8	10/19/16	10/21/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AI--WTF--	:30	3	\$80.00	03	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--WTF--		3				\$80.00		0.00			
E 5	8	10/19/16	10/21/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	--WTF--	:30	3	\$80.00	03	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--WTF--		3				\$80.00		0.00			
E 6	8	10/19/16	10/21/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	--WTF--	:30	3	\$100.00	03	0.00	NM	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: 10/17/16	10/23/16	--WTF--		3				\$100.00		0.00			
E 7	8	10/19/16	10/21/16	M-F 4p-430p W-F 4p-430p	CM	4:00 PM-4:30 PM	--WTF--	:30	2	\$175.00	03	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: 10/17/16	10/23/16	--WTF--		2				\$175.00		0.00			
E 8	8	10/19/16	10/21/16	M-F 5p-530p W-F 5p-530p	CM	5:00 PM-5:30 PM	--WTF--	:30	1	\$400.00	03	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: 10/17/16	10/23/16	--WTF--		1				\$400.00		0.00			
E 9	8	10/19/16	10/21/16	M-F 6p-630p W-F 6p-630p	CM	6:00 PM-6:30 PM	--WTF--	:30	3	\$475.00	03	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: 10/17/16	10/23/16	--WTF--		3				\$475.00		0.00			
E 10	8	10/19/16	10/21/16	M-F 630p-7p W-F 630p-7p	CM	6:30 PM-7:00 PM	--WTF--	:30	1	\$400.00	03	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: 10/17/16	10/23/16	--WTF--		1				\$400.00		0.00			
E 11	8	10/19/16	10/21/16	M-F 10p-11p W-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI--WTF--	:30	1	\$600.00	03	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: 10/17/16	10/23/16	--WTF--		1				\$600.00		0.00			
E 12	8	10/21/16	10/21/16	Friday Prime Hour 1 HELL'S KITCHEN	CM	8:00 PM-9:00 PM	----1--	: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: 10/17/16	10/23/16	----1--		1				\$350.00		0.00			
E 13	8	10/23/16	10/23/16	NFL Reg Ssn Early Gm VIKING vs EAGLES	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$3,500.00	03	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1		1				\$3,500.00		0.00			
													Totals	25	\$9,230.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WGHP	Date: 10/13/16
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I, Miles King (AL Media),

being/on behalf of: Deborah Ross, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

Deborah Ross for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeff Leiter

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/21/2016
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

 Benjamin O'Connell VPOS
Signature Printed Name Title