

ORDER



V2

Orders
Order / Rev: 4158
Alt Order #: 08167888
Product Desc: 8167888
Estimate: 8167888
Flight Dates: 09/17/14 - 09/23/14
Original Date / Rev: 09/16/14 / 09/16/14
Order Type: GENERAL

Primary AE: Kate (Philadelphia) Brady (Petry)
Sales Office: N-PHI
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive, Suite 400
 Arlington, VA 22209

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

Advertiser Name: Monica Wehby for Senate
Demographic: A35+
Product Codes: Candidates
Priority: P-07
Revenue Codes: AGY, REG, POL-CAND

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
09/01/14	09/23/14	56	\$1,530.00	\$1,300.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	56	\$1,530.00	\$1,300.50	0.00
Totals	56	\$1,530.00	\$1,300.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kate (Philadelphia) Brady (Pe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOBI	14%	\$1,530.00
Market	100%	\$10,928.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDM	0%	\$0.00
KDKF	0%	\$0.00
KDRV	47%	\$5,136.43
KFTS	0%	\$0.00
KMVU	11%	\$1,202.14
KOTI	0%	\$0.00
KSYS	0%	\$0.00
KTVL	28%	\$3,060.00
MOBI	0%	\$0.00
NTVL	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	09/18/14	09/19/14	M-F 6a-7a NBC5 News @ Sunrise	CM	6:00 AM-7:00 AM	---11--	:30	2	\$30.00	P-07	0.00	NM	2	\$60.00
RATE CORRECTED DUE TO LUR & 1X ADDED NBC NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/15/14	09/21/14	---11--	2		\$30.00	0.00							
E 2	All	09/22/14	09/23/14		CM	6:00 AM-7:00 AM	11-----	:30	2	\$30.00	P-07	0.00	NM	2	\$60.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a NBC5 News @ Sunrise RATE CORRECTED DUE TO LUR NBC NEWS AT 6A 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$30.00		0.00			
E 3	All	09/18/14	09/19/14	Today Show I Today Show I	CM	7:00 AM-9:00 AM	---11--	:30	2	\$25.00	P-07	0.00	NM	2	\$50.00
RATE CORRECTED DUE TO LUR TODAY SHOW 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---11--					2	\$25.00		0.00			
E 4	All	09/22/14	09/23/14	Today Show I Today Show I	CM	7:00 AM-9:00 AM	11-----	:30	2	\$25.00	P-07	0.00	NM	2	\$50.00
RATE CORRECTED DUE TO LUR & ADD 1X TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$25.00		0.00			
E 5	All	09/17/14	09/19/14	Today Show II Today Show II	CM	9:00 AM-10:00 AM	--111--	:30	3	\$35.00	P-07	0.00	NM	3	\$105.00
ADD 2X TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	--111--					3	\$35.00		0.00			
E 6	All	09/22/14	09/23/14	Today Show II Today Show II	CM	9:00 AM-10:00 AM	11-----	:30	2	\$35.00	P-07	0.00	NM	2	\$70.00
ADD 1X TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$35.00		0.00			
E 7	All	09/18/14	09/19/14	Today Show III Today Show III	CM	10:00 AM-11:00 AM	----11--	:30	2	\$15.00	P-07	0.00	NM	2	\$30.00
RATE CORRECTED DUE TO LUR & ADDED 1X TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---11--					2	\$15.00		0.00			
E 8	All	09/22/14	09/23/14	Today Show III Today Show III	CM	10:00 AM-11:00 AM	11-----	:30	2	\$15.00	P-07	0.00	NM	2	\$30.00
RATE CORRECTED DUE TO LUR & ADDED 1X TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$15.00		0.00			
E 9	All	09/17/14	09/19/14	M-F 3p-4p Meredith Vieira	CM	3:00 PM-4:00 PM	--111--	:30	3	\$8.00	P-07	0.00	NM	3	\$24.00
RATE CORRECTED DUE TO LUR MEREDITH 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	--111--					3	\$8.00		0.00			
E 10	All	09/22/14	09/23/14	M-F 3p-4p Meredith Vieira	CM	3:00 PM-4:00 PM	11-----	:30	2	\$8.00	P-07	0.00	NM	2	\$16.00
RATE CORRECTED DUE TO LUR & ADD 1X MEREDITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$8.00		0.00			
E 11	All	09/18/14	09/19/14	M-F 4p-5p Dr. Oz	CM	4:00 PM-5:00 PM	---11--	:30	2	\$20.00	P-07	0.00	NM	2	\$40.00
RATE CORRECTED DUE TO LUR DR OZ 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---11--					2	\$20.00		0.00			
E 12	All	09/22/14	09/23/14	M-F 4p-5p Dr. Oz	CM	4:00 PM-5:00 PM	11-----	:30	2	\$20.00	P-07	0.00	NM	2	\$40.00
RATE CORRECTED DUE TO LUR DR OZ 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$20.00		0.00			
E 13	All	09/18/14	09/19/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	---11--	:30	2	\$35.00	P-07	0.00	NM	2	\$70.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
RATE CORRECTED DUE TO LUR & ADD 1X NBC5 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---11--					2	\$35.00		0.00			
E 14	All	09/22/14	09/23/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	11-----	:30	2	\$35.00	P-07	0.00	NM	2	\$70.00
RATE CORRECTED DUE TO LUR & ADD 1X NBC5 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$35.00		0.00			
E 15	All	09/18/14	09/19/14	M-F 7p-730p M-F Entertainment Tonight	CM	7:00 PM-7:30 PM	---11--	:30	2	\$15.00	P-07	0.00	NM	2	\$30.00
RATE CORRECTED DUE TO LUR ENTERTAINMENT TONIGHT 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---11--					2	\$15.00		0.00			
E 16	All	09/17/14	09/19/14	Late 11p News M-F Late 11p News M-F NEWSCHANNEL AT 11 1X PER DAY	CM	11:00 PM-11:35 PM	--111--	:30	3	\$50.00	P-07	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	--111--					3	\$50.00		0.00			
E 17	All	09/22/14	09/23/14	Late 11p News M-F Late 11p News M-F NEWSCHANNEL AT 11 1X PER DAY	CM	11:00 PM-11:35 PM	11-----	:30	2	\$50.00	P-07	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$50.00		0.00			
E 18	All	09/17/14	09/19/14	Tonight Show: Fallon Tonight Show: Fallon	CM	11:35 PM-12:35 AM	--222--	:30	6	\$35.00	P-07	0.00	NM	6	\$210.00
RATE CORRECTED DUE TO LUR TONIGHT SHOW 2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	--222--					6	\$35.00		0.00			
E 19	All	09/22/14	09/23/14	Tonight Show: Fallon Tonight Show: Fallon	CM	11:35 PM-12:35 AM	X12-----	:30	4	\$35.00	P-07	0.00	NM	4	\$140.00
RATE CORRECTED DUE TO LUR TONIGHT SHOW 2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	22-----					4	\$35.00		0.00			
E 20	All	09/20/14	09/20/14	Today Show Sa Today Show Sa	CM	6:00 AM-8:00 AM	-----1-	:30	1	\$5.00	P-07	0.00	NM	1	\$5.00
RATE CORRECTED DUE TO LUR SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1-					1	\$5.00		0.00			
E 21	All	09/20/14	09/20/14	NBC5 News @ 6p Sa NBC5 News @ 6p Sa NBC5 NEWS AT 6	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$25.00	P-07	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1-					1	\$25.00		0.00			
E 22	All	09/20/14	09/20/14	Sa 630p-7p Sa The Insider	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$15.00	P-07	0.00	NM	1	\$15.00
RATE CORRECTED DUE TO LUR INSIDER SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1-					1	\$15.00		0.00			
E 23	All	09/20/14	09/20/14	Late 11p News Sa Late 11p News Sa	CM	11:00 PM-11:35 PM	-----1-	:30	1	\$50.00	P-07	0.00	NM	1	\$50.00
RATE CORRECTED DUE TO LUR NEWSCHANNEL AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1-					1	\$50.00		0.00			
E 24	All	09/21/14	09/21/14	Late 11p News Su Late 11p News Su	CM	11:00 PM-11:35 PM	-----1	:30	1	\$10.00	P-07	0.00	NM	1	\$10.00
RATE CORRECTED DUE TO LUR NEWSCHANNEL AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1					1	\$10.00		0.00			
E 25	All	09/22/14	09/23/14		CM	7:00 PM-7:30 PM	11-----	:30	2	\$15.00	P-07	0.00	NM	2	\$30.00

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Advertiser: Monica Wehby for Senate
 Product Desc: 8167888
 Estimate: 8167888

KOBI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7p-730p															
M-F Entertainment Tonight															
ADDED 2X W/ LUR REVISIONS ENTERTAINMENT TONIGHT															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	11-----					2	\$15.00		0.00			
26	All	09/18/14	09/19/14	M-F 1p-2p	CM	1:00 PM-2:00 PM	---TF--	:30	1	\$25.00	P-07	0.00	NM	1	\$25.00
Days of our Lives															
ADDED WITH LUR RATE CORRECTIONS DAYS OF LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---TF--					1	\$25.00		0.00			
27	All	09/18/14	09/19/14	M-F 2p-3p	CM	2:00 PM-3:00 PM	---TF--	:30	1	\$25.00	P-07	0.00	NM	1	\$25.00
Queen Latifah															
ADDED WITH LUR RATE CORRECTIONS QUEEN LATIFA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	---TF--					1	\$25.00		0.00			
													Totals	56	\$1,530.00

ORDER WORKSHEET

Rep Order# 8167888 **Ver#** 3 **Status** Confirmed **Traffic Order#** **Last Received:** 09/16/14 4:24 PM **Printed:** 09/16/14 4:24 PM **Duplicate** **3 of 4**
EC'd Yes **Agency** (5201) STRATEGIC MEDIA SERVICES **1911 NORTH FT MYER DRIVE, SUITE 400** **ARLINGTON, VA 2000222097** **Agency C/P1/P2/E** /5768-91553 **Flight Dates** 09/17/14-09/23/14 **Showing Buylines:** All Lines

Station KOB1-TV MEDFORD **Advertiser** (WEHM) WEHBY, MONICA **Product** WEHBY/R/SENATE **Estimate#** 5768-91553 **Buyer** ANDREA MASSAR
Rep Firm EAGLE TELEVISION **Sales Office** (PH) PHILADELPHIA **Salesperson** (SR) SHEPARD RITZEN **Sales Assistant** MIGUEL **Salesperson Phone#** 215-557-4203 **Salesperson Fax#**

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
20	Sa	6A-8A	SAURDAY TODAY	30	-	-	\$5.00	09/20-09/20	1	1	\$5.00
Buy Comment: SATURDAY TODAY											
21	Sa	6P-630P	NBC5 NEWS AT 6	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
Buy Comment: NBC5 NEWS AT 6											
22	Sa	630P-7P	INSIDER SAT	30	-	-	\$15.00	09/20-09/20	1	1	\$15.00
Buy Comment: INSIDER SAT											
23	Sa	11P-1135P	NEWSCHANNEL AT 11	30	-	-	\$50.00	09/20-09/20	1	1	\$50.00
Buy Comment: NEWSCHANNEL AT 11											
24	Su	11P-1135P	NEWSCHANNEL AT 11	30	-	-	\$10.00	09/21-09/21	1	1	\$10.00
Buy Comment: NEWSCHANNEL AT 11											
25	M-Tu	7P-730P	ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-	\$15.00	09/22-09/23	2	2	\$30.00
Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY											
26	Th-F	1P-2P	DAYS OF LIVES	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
Buy Comment: DAYS OF LIVES											
27	Th-F	2P-3P	QUEEN LATIFA	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
Buy Comment: QUEEN LATIFA											

---REPORT TOTALS---
 Report Totals: 56 / \$1,530.00

---SALES MONTHLY TOTALS---
 Sep2014: 56 / \$1,530.00

ORDER WORKSHEET

Rep Order# 8167888 Ver# 3
 EC'd Yes

Status Confirmed

Traffic Order#

Last Received:
 Showing Buylines:

Printed: 09/16/14 4:24 PM
 09/16/14 4:20 PM
 All Lines

Duplicate

4 of 4

Station KOB1-TV MEDFORD
 Advertiser (WEHM) WEHBY, MONICA
 Product WEHBY/R/SENATE
 Estimate# 5768-91553
 Buyer ANDREA MASSAR

Agency (5201) STRATEGIC MEDIA SERVICES
 1911 NORTH FT MYER DRIVE, SUITE 400
 ARLINGTON, VA 2000222097
 Agency C/P1/P2/E /5768-91553
 Flight Dates 09/17/14-09/23/14

Rep Firm EAGLE TELEVISION
 Sales Office (PH) PHILADELPHIA
 Salesperson (SR) SHEPARD RITZEN
 Sales Assistant MIGUEL
 Salesperson Phone# 215-557-4203
 Salesperson Fax#

Order Totals: 56 / \$1,530.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$11,426.44	CABL .00%	KDRV 47.46%	KFBI .00%	KMWU 11.07%	KOBI 13.39%
		KORT .00%	KTVL 28.08%			

--- COMPETITIVE COMMENTS ---

UPDATED SHARES

Books [JUL14]
 Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS