

# ORDER

**WDBD**

**Orders**

**Order / Rev:** 1395474

**Alt Order #:** 10702215

**Product Desc:** HURST FOR MS AG

**Estimate:** C22C28

**Flight Dates:** 10/22/15 - 10/28/15

**Original Date / Rev:** 10/20/15 / 11/02/15

**Order Type:** Political

**Primary AE:** Washington DC Millennium

**Sales Office:** M-DC

**Sales Region:** National

**Agency**

**Name:** Smart Media Group, LLC.

**Buying Contact:**

**Billing Contact:**

1427 Leslie Avenue

Alexandria, VA 22301

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/Hurst, Mike/R/Attorney General/W

**Demographic:** A35+

**Product Codes:** PL30

**Priority:** P 4

**Revenue Codes:** Agency, Political, Pol-Candidate

**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
09/28/15	10/25/15	4	\$3,435.00	\$2,919.75
10/26/15	10/28/15	9	\$260.00	\$221.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	4	\$3,435.00	\$2,919.75	0.00
November 2015	9	\$260.00	\$221.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$3,695.00</b>	<b>\$3,140.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDBD	20%	\$3,695.00
Market	100%	\$18,475.00

**Competitive Share**

	Share	Total
ABJK	0%	\$0.00
DLBT	0%	\$0.00
TLBT	0%	\$0.00
WAPT	15%	\$2,771.25
WBBJ	0%	\$0.00
WDBDa	0%	\$0.00
WJTV	34%	\$6,281.50
WLBT	31%	\$5,727.25
WLJT	0%	\$0.00
WLOO	0%	\$0.00
WMTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDBD	10/23/15	10/23/15	FOX 40 AM	Comm	7-9A	----F--	:30	1	\$10.00	P 4	0.00	NM	1	\$10.00
FOX 40 AM M-F															
FOX40 MORNING NEWS															
		<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	----F--			1			\$10.00		0.00			
E 2	WDBD	10/27/15	10/27/15		Comm	7-9A	-T-----	:30	1	\$10.00	P 4	0.00	NM	1	\$10.00

Advertiser:	POL/Hurst, Mike/R/Attorney General/Mis
Product Desc:	HURST FOR MS AG
Estimate:	C22C28

WDBD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FOX 40 AM											
				FOX 40 AM M-F											
				FOX40 MORNING NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	-T-----			1		\$10.00	0.00					
E 3	WDBD	10/22/15	10/22/15	M-F 935-1005P	Comm	M-F 935-1005P	---T---	:30	1	\$30.00	P 4	0.00	NM	1	\$30.00
				M-F 935-1005P											
				TWO AND A HALF MEN											
		<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		\$30.00	0.00					
E 4	WDBD	10/23/15	10/23/15	M-F 935-1005P	Comm	M-F 935-1005P	----F--	:30	1	\$30.00	P 4	0.00	NM	0	\$0.00
				M-F 935-1005P											
				TWO AND A HALF MEN											
		<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	----F--			1		\$30.00	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	WDBD	10/19/15-10/25/15		M-F 935-1005P		M-F 935-1005P	-----F----	:30		<del>(\$30.00)</del>	0.00	NM			
				Credited											
				[CR-Client Request]											
E 5	WDBD	10/26/15	10/26/15	M-F 935-1005P	Comm	M-F 935-1005P	M-----	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
				M-F 935-1005P											
				TWO AND A HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	M-----			1		\$25.00	0.00					
E 6	WDBD	10/27/15	10/27/15	M-F 935-1005P	Comm	M-F 935-1005P	-T-----	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
				M-F 935-1005P											
				TWO AND A HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	-T-----			1		\$25.00	0.00					
E 7	WDBD	10/28/15	10/28/15	M-F 935-1005P	Comm	M-F 935-1005P	--W----	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
				M-F 935-1005P											
				TWO AND A HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	--W----			1		\$25.00	0.00					
E 8	WDBD	10/25/15	10/25/15	SU 930-10P	Comm	930-10P	-----S	:30	1	\$20.00	P 4	0.00	NM	1	\$20.00
				SU 930-10P											
				TWO AND A HALF MEN											
		<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	-----S			1		\$20.00	0.00					
E 9	WDBD	10/22/15	10/22/15	LOC Late News M-F	Comm	9-935P	---T---	:30	1	\$75.00	P 4	0.00	NM	0	\$0.00
				FOX 40 NEWS AT 9P M-F											
				FOX 40 NEWS @ 9P											
		<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		\$75.00	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	WDBD	10/19/15-10/25/15		LOC Late News M-F		9-935P	---Th----	:30		<del>(\$75.00)</del>	0.00	NM			
				Credited											
				[CR-Client Request]											
E 10	WDBD	10/26/15	10/26/15	LOC Late News M-F	Comm	9-935P	M-----	:30	1	\$75.00	P 4	0.00	NM	1	\$75.00
				FOX 40 NEWS AT 9P M-F											
				FOX 40 NEWS @ 9P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	M-----			1		\$75.00	0.00					
E 11	WDBD	10/28/15	10/28/15	LOC Late News M-F	Comm	9-935P	--W----	:30	1	\$75.00	P 4	0.00	NM	0	\$0.00
				FOX 40 NEWS AT 9P M-F											
				FOX 40 NEWS @ 9P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/15	11/01/15	--W----			1		\$75.00	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	WDBD	10/26/15-11/01/15		LOC Late News M-F		9-935P	--W-----	:30		<del>(\$75.00)</del>	0.00	NM			
				Credited											
				[CR-Client Request]											

Order / Rev: 1395474  
 Alt Order #: 10702215  
 Flight Dates: 10/22/15 - 10/28/15

Advertiser: POL/Hurst, Mike/R/Attorney General/Mis  
 Product Desc: HURST FOR MS AG  
 Estimate: C22C28

WDBD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WDBD	10/28/15	10/28/15	LOC Late News M-F FOX 40 NEWS AT 9P M-F FOX 40 NEWS @ 9P	Comm	9-935P	--W----	:30	1	\$75.00	P 4	0.00	NM	0	\$0.00
E 12	WDBD	10/25/15	10/25/15	LOC Late News Su FOX 40 NEWS AT 9 SUN FOX 40 NEWS@ 9PM	Comm	9-930P	-----S	:30	1	\$50.00	P 4	0.00	NM	0	\$0.00
<div><div><div><div><div><u>Start Date</u></div><div>10/19/15</div></div><div><div><u>End Date</u></div><div>10/25/15</div></div></div><div><div><u>Weekdays</u></div><div>-----S</div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$50.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div><div><div><div><u>Spot</u></div><div>1</div></div><div><div><u>Ch</u></div><div>WDBD</div></div><div><div><u>Date Range</u></div><div>10/19/15-10/25/15</div></div><div><div><u>Description</u></div><div>LOC Late News Su</div></div><div><div><u>Start/End Time</u></div><div>9-930P</div></div><div><div><u>Weekdays</u></div><div>-----Su</div></div><div><div><u>Length</u></div><div>:30</div></div><div><div><u>Rate</u></div><div><del>(\$50.00)</del></div></div><div><div><u>Rtg</u></div><div>0.00</div></div><div><div><u>Type</u></div><div>NM</div></div></div><div>Credited [CR-Client Request]</div></div>															
E 13	WDBD	10/25/15	10/25/15	NFL on Fox Game 1 NFL ON FOX (EARLY) FOX NFL-SAINTS GAME	Comm	NFL ON FOX (EAF	-----S	:30	1	\$3,375.00	P 3	0.00	NM	1	\$3,375.00
<div><div><div><div><div><u>Start Date</u></div><div>10/19/15</div></div><div><div><u>End Date</u></div><div>10/25/15</div></div></div><div><div><u>Weekdays</u></div><div>-----S</div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$3,375.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div>															
N 14	WDBD	10/26/15	10/28/15	M-F 530P EARLY NEWS M-F 530P EARLY NEWS FOX 40 NEWS @ 9P	Comm	530-6P	MTW----	:30	3	\$30.00	P 4	0.00	NM	3	\$90.00
<div><div><div><div><div><u>Start Date</u></div><div>10/26/15</div></div><div><div><u>End Date</u></div><div>11/01/15</div></div></div><div><div><u>Weekdays</u></div><div>MTW----</div></div><div><div><u>Spots/Week</u></div><div>3</div></div><div><div><u>Rate</u></div><div>\$30.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div>															
N 15	WDBD	10/26/15	10/28/15	FOX 40 AM FOX 40 AM M-F FOX40 MORNING NEWS	Comm	7-9A	MTW----	:30	1	\$10.00	P 4	0.00	NM	1	\$10.00
<div><div><div><div><div><u>Start Date</u></div><div>10/26/15</div></div><div><div><u>End Date</u></div><div>11/01/15</div></div></div><div><div><u>Weekdays</u></div><div>MTW----</div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$10.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div>															
Totals													13	\$3,695.00	