

ORDER



Orders
Order / Rev: 1480273
Alt Order #:
Product Desc: Political Candidate/R/US President
Estimate:
Flight Dates: 03/07/16 - 03/08/16
Original Date / Rev: 03/07/16 / 03/07/16
Order Type: Political

WDAM

Primary AE: wdam house
Sales Office: WDAML
Sales Region: Local

Agency Name: WestRogers, LLC
Buying Contact:
Billing Contact:
 6075 Poplar Avenue, Suite 104
 Memphis, TN 38119

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

Advertiser Name: POL/Cruz, Ted/R/United States Presid
Demographic: A35+
Product Codes: PL565
Priority: P15
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
02/29/16	03/08/16	11	\$5,750.00	\$4,887.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	11	\$5,750.00	\$4,887.50	0.00
Totals	11	\$5,750.00	\$4,887.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
wdam house			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
N 1	WDAM	03/07/16	03/07/16	LOC Midday Midday	Comm	12p-1230p	M-----	1:00	1	\$180.00	P 3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/16	03/13/16	M-----		1		\$180.00		0.00					
N 2	WDAM	03/07/16	03/07/16	SYN M-F 4-430p Inside Edition	Comm	4p-430p	M-----	1:00	1	\$130.00	P 3	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: 03/07/16	03/13/16	M-----		1		\$130.00		0.00					
N 3	WDAM	03/07/16	03/07/16	LOC Live at Five Live at Five	Comm	5p-530p	M-----	1:00	1	\$450.00	P 3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/16	03/13/16	M-----		1		\$450.00		0.00					
N 4	WDAM	03/07/16	03/07/16	LOC News 7 at Six News 7 at Six	Comm	6p-630p	M-----	1:00	1	\$900.00	P 3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/16	03/13/16	M-----		1		\$900.00		0.00					
N 5	WDAM	03/07/16	03/07/16	SYN M-F 630-7p Wheel of Fortune	Comm	630p-7p	M-----	1:00	1	\$650.00	P 3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/16	03/13/16	M-----		1		\$650.00		0.00					
N 6	WDAM	03/07/16	03/07/16	LOC Nightbeat Nightbeat	Comm	10p-1035p	M-----	1:00	1	\$900.00	P 3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/16	03/13/16	M-----		1		\$900.00		0.00					

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Advertiser: POL/Cruz, Ted/R/United States President
 Product Desc: Political Candidate/R/US President
 Estimate:
WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WDAM	03/07/16	03/07/16	NET Monday Prime Other The Voice	Comm	7p-9p (7:00 PM-9:00 PM)	M-----	1:00	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	M-----		2				\$1,000.00		0.00			
N 8	WDAM	03/08/16	03/08/16	LOC News at 5a News at 5a	Comm	5a-5:30A	-T-----	1:00	1	\$80.00	P 3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-T-----		1				\$80.00		0.00			
N 9	WDAM	03/08/16	03/08/16	LOC News at 530a News at 530a	Comm	530a-6a	-T-----	1:00	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-T-----		1				\$150.00		0.00			
N 10	WDAM	03/08/16	03/08/16	LOC News at 6a News at 6a	Comm	6a-7a	-T-----	1:00	1	\$310.00	P 3	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-T-----		1				\$310.00		0.00			
													Totals	11	\$5,750.00

REP HEADLINE# 8158511
 *** ORIGINAL REV#0 ***

1480293

REP: TEL# 703-528-9387
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703-516-9680
 MAR7/16 14.45
 *** WDAM-TV ***

ADV # _____ ADV. NAME POLI/T CRUZ/R/PRE/US
 AGY # _____ AGY. NAME WESTROGERS, INC.

REP. # _____ OFF. # _____ SALESMAN # _____
 BUYER NAME BECKY WEST
 SALES PRSN WA- RYAN EDDINS (H)

6075 POPLAR AVENUE, SUITE 104
 MEMPHIS, TN 38119

ORDER # _____ CONTRACT # 8158511

CLASS: NATL. LOCAL REGIONAL

PRDCT TED CRUZ 4 PRESIDENT EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAR7/16 MAR8/16 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAR7/16 14.45

REP: NEW ORDER
 TTL \$5,750 @ 11X
 PLEASE CONFIRM
 THANKS, ALEX FOR RYAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 TED CRUZ FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1200N-1230P PROGRAM : MIDDAY CON COM1 : MIDDAY	60		\$180.00	3/7	3/7	1		MON	1
2			400P-430P PROGRAM : INSIDE EDITION CON COM1 : INSIDE EDITION	60		\$130.00	3/7	3/7	1		MON	1
3			500P-530P PROGRAM : LIVE AT FIVE CON COM1 : LIVE AT FIVE	60		\$450.00	3/7	3/7	1		MON	1
4			600P-630P PROGRAM : NEWS 7 @ 6 CON COM1 : NEWS 7 @ 6	60		\$900.00	3/7	3/7	1		MON	1

REP HEADLINE# 8158511
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 MAR7/16 14.45
 *** WDAM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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5			630P-700P	60		\$650.00	3/7	3/7	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
CON COM1 : WHEEL OF FORTUNE												

6			1000P-1035P	60		\$900.00	3/7	3/7	1		MON	1
PROGRAM : NIGHTBEAT												
CON COM1 : NIGHTBEAT												

7			700P-900P	60		\$1,000.00	3/7	3/7	2		MON	2
PROGRAM : THE VOICE												
CON COM1 : THE VOICE												

8			500A-530A	60		\$80.00	3/8	3/8	1		TUE	1
PROGRAM : NEWS AT 5A												
CON COM1 : NEWS AT 5A												

9			530A-600A	60		\$150.00	3/8	3/8	1		TUE	1
PROGRAM : NEWS AT 530A												
CON COM1 : NEWS AT 530A												

10			600A-700A	60		\$310.00	3/8	3/8	1		TUE	1
PROGRAM : NEWS AT 6A												
CON COM1 : NEWS AT 6A												

MAR/16 \$5,750.00

CONTRACT TOTAL \$5,750.00
 TOTAL SPOTS 11

MARKET TOTALS \$5,750 WDAM 100% WHLT 0% CABL 0% WBH 0% WHPM 0% GDAM 0% HDAM 0%

SVC- NONE
 DEMOS- RA35+*