



WWCW
PO Box 419779
Boston, MA 02241-9779

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

Contract # 1643826

Schedule Dates 09/27/17-10/03/17
Advertiser Ed Gillespi/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3155 (641261)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle,Irvin,
Phone/Fax /
CPE 277/357/3155
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW ORDER

Date Entered 09/26/17
Last Modified 09/26/17
Entered By Casey Wright
CO-OP No
Headline # ECR25758150
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$51.75
Net Total \$293.25
Sales Tax

Roanoke VA (WWCW)

By Broadcast Month	Spots	Rate
Oct. 2017	14	\$345.00
Grand Total:	14	\$345.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	8A- 9A (EST)	1			X					1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	9/26/17
2.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	8A- 9A (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	9/26/17
3.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	8A- 9A (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WWCW)	ACCESS HOLLYWOOD Target 200119 Index: 108. Nielsen: 0.3	9/26/17
4.0	Normal Line / SPOT	09/29/17-09/29/17	5	:30	11A- 11:30A (EST)	1					X			1	\$10.00	\$10.00	Roanoke VA (WWCW)	FRIENDS Target 200119 Index: 98. Nielsen: 0.3	9/26/17
5.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	11A- 11:30A (EST)	1		X						1	\$10.00	\$10.00	Roanoke VA (WWCW)	FRIENDS Target 200119 Index: 98. Nielsen: 0.3	9/26/17
6.0	Normal Line / SPOT	09/30/17-09/30/17	5	:30	4P- 5P (EST)	1						X		1	\$15.00	\$15.00	Roanoke VA (WWCW)	BONES Target 200119 Index: 102. Nielsen: 0.8	9/26/17
7.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	6P- 6:30P (EST)	1				X				1	\$35.00	\$35.00	Roanoke VA (WWCW)	FUNNY YOU SHOULD ASK Target 200119 Index: 72. Nielsen: 0.9	9/26/17

CONFIRMATION CONTRACT

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9.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	7P- 7:30P (EST)	1			X					1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	9/26/17
10.0	Normal Line / SPOT	09/28/17-09/28/17	5	:30	7P- 7:30P (EST)	1				X				1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	9/26/17
11.0	Normal Line / SPOT	10/02/17-10/02/17	5	:30	7P- 7:30P (EST)	1	X							1	\$50.00	\$50.00	Roanoke VA (WWCW)	FAMILY FEUD Target 200119 Index: 87. Nielsen: 1.8	9/26/17
12.0	Normal Line / SPOT	09/27/17-09/27/17	5	:30	10P- 10:30P (EST)	1			X					1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 99. Nielsen: 0.9	9/26/17
13.0	Normal Line / SPOT	10/03/17-10/03/17	5	:30	10P- 10:30P (EST)	1		X						1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 99. Nielsen: 0.9	9/26/17

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14.0	Normal Line / SPOT	10/01/17-10/01/17	5	:30	10:30P- 11P (EST)	1							X	1	\$20.00	\$20.00	Roanoke VA (WWCW)	2 BROKE GIRLS Target 200119 Index: 101. Nielsen: 0.7	9/26/17

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