

ORDER



Orders
Order / Rev: RB40730
Alt Order #: _____
Product Desc: PRIORITIES USA ACTION
Estimate: 4553
Flight Dates: 08/30/16 - 09/02/16
Original Date / Rev: 07/19/16 / 07/19/16
Order Type: NORMAL

WDBJ
Primary AE: Charles Brian Boush
Sales Office: ROAN
Sales Region: National

Agency Name: Targeted Platform Media
Buying Contact: _____
Billing Contact: _____
1291 Hollywood Ave
Annapolis, MD 21403

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

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: Issue - National - Other
Priority: CHOOSE
Revenue Codes: AGY, POL, POL-ISS

New Business Thru: _____
Order Separation: 00:30:00
Advertiser External ID: 38125
Agency External ID: 52375

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/02/16	8	\$5,265.00	\$4,475.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	8	\$5,265.00	\$4,475.25	39.50
Totals	8	\$5,265.00	\$4,475.25	39.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Charles Brian Boush			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDBJ	50%	\$5,265.00
Market	100%	\$10,530.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EDBJ	2%	\$210.60
UNKWN	0%	\$0.00
WBRA	0%	\$0.00
WEFC	0%	\$0.00
WFXR	10%	\$1,053.00
WPXR	0%	\$0.00
WSET	16%	\$1,684.80
WSLS	22%	\$2,316.60
WWCW	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDBJ	08/30/16	09/02/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-TWTF--	:30	2	\$330.00	P-01	2.30	NM	2	\$660.00
4/7/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	-TWTF--		2				\$330.00		2.30			
N 4	WDBJ	08/30/16	09/02/16	News 7 @ Noon News 7 @ Noon	CM	12p-1230p	-TWTF--	:30	2	\$570.00	P-01	7.60	NM	2	\$1,140.00
4/7/16															

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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTION **WDBJ**
 Estimate: 4553

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WDBJ	08/30/16	09/02/16	News 7 @ Noon News 7 @ Noon	CM	12p-1230p	-TWTF--	:30	2	\$570.00	P-01	7.60	NM	2	\$1,140.00
4/7/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/16	09/04/16	-TWTF--			2		\$570.00		7.60				
N 5	WDBJ	08/30/16	09/02/16	M-F 530p-6p M-F 530p-6p	CM	530p-6p	-TWTF--	:30	1	\$1,120.00	P-01	7.30	NM	1	\$1,120.00
4/7/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/16	09/04/16	-TWTF--			1		\$1,120.00		7.30				
N 8	WDBJ	08/30/16	09/02/16	News 7 @ 11p M-F News 7 @ 11p M-F	CM	11p-1135p	-TWTF--	:30	1	\$1,125.00	P-01	5.40	NM	1	\$1,125.00
4/7/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/16	09/04/16	-TWTF--			1		\$1,125.00		5.40				
N 9	WDBJ	08/30/16	09/02/16	CBS This Morning CBS This Morning	CM	7a-9a	-TWTF--	:30	2	\$610.00	P-01	3.50	NM	2	\$1,220.00
4/7/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/16	09/04/16	-TWTF--			2		\$610.00		3.50				
													Totals	8	\$5,265.00

WOC10437159 [00.00]

Order Printout

Order Status: New Start/End Dates: 08/30/16 - 09/05/16 C/P/E: 750 / 760 / 4553
 Traffic #: Agency: Targeted Platform Media Product Desc.: TV
 Buyer Order #: 4938953 Advertiser: 750 - Priorities USA Action Estimate Desc.: 8/30-9/5
 AE: Unassigned (Brian Boush) Buyer: Total Cost: \$5,265.00 (Cash)
 Property: WDBJ TV Primary Demo: Received Date: 7/19/16 12:49 PM

Comments:

***DARK 9/3, 9/4, 9/5 Separation: 30

Line	Program	ST	Len	Time	Days	Rate	Aug 30	Spots							Total Spots		
2	CBS THIS MORNING (Program: CBS THIS MORNING)Jul-2015LP (pav)	NM	:30	7:00 AM-9:00 AM	TWTFSSM	610.00	2										2
3	LIVE! WITH KELLY & MICHAEL (Program: LIVE! WITH KELLY & MICHAEL)Jul-2015LP (pav)	NM	:30	9:00 AM-10:00 AM	TWTF--M	330.00	2										2
5	WDBJ7 AT NOON (Program: WDBJ7 AT NOON)Jul-2015LP (pav)	NM	:30	12:00 PM-12:30 PM	TWTF--M	570.00	2										2
6	ANDY GRIFFITH (Program: ANDY GRIFFITH)Jul-2015LP (pav)	NM	:30	5:30 PM-6:00 PM	TWTF--M	1,120.00	1										1
9	WDBJ7 AT 11:00 (Program: WDBJ7 AT 11:00)Jul-2015LP (pav)	NM	:30	11:00 PM-11:35 PM	TWTF--M	1,125.00	1										1
Spot Totals:							8										8

MONTH	SPOTS	COST	MONTH	SPOTS	COST
September	8	\$5,265.00			