

## ORDER



WSMV

**Orders**  
**Order / Rev:** 657167  
**Alt Order #:**  
**Product Desc:** 13-Freeman For Mayor  
**Estimate:** 37-Freeman TV 30s 5.29-5.31  
**Flight Dates:** 05/29/15 - 05/31/15  
**Original Date / Rev:** 05/28/15 / 05/28/15  
**Order Type:** GENERAL

**Primary AE:** House-WSMV Local  
**Sales Office:** WSMV  
**Sales Region:** Local

**Agency**  
**Name:** Fletcher Rowley Inc  
**Buying Contact:** Kati Bumgardner  
**Billing Contact:**  
 1720 West End Avenue, Suite 640  
 Nashville, TN 37203-2607

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

**Advertiser**  
**Name:** Bill Freeman For Mayor  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Local  
**Priority:** IMP  
**Revenue Codes:** POL, PLC, POL LPL

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/15	05/31/15	10	\$4,550.00	\$3,867.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	10	\$4,550.00	\$3,867.50	0.00
<b>Totals</b>	<b>10</b>	<b>\$4,550.00</b>	<b>\$3,867.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House-WSMV Local			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
1	WSMV	05/29/15	05/29/15	M-F News 4 Today @ 6 CM		558am-658am	----F--	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
				Ch. 4 News Today 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	----F--		1				\$500.00		0.00			
2	WSMV	05/29/15	05/29/15	Today Show 1	CM	658-9AM	----F--	:30	1	\$300.00	IMP	0.00	NM	0	\$0.00
				Today Show 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	----F--		1				\$300.00		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	WSMV	05/25/15-05/31/15	Today Show 1		658-9AM	----F--	:30		(\$300.00)		0.00	NM		
				Credited											
3	WSMV	05/29/15	05/29/15	Today Show 3 10-11am CM		10-11am	----F--	:30	1	\$220.00	IMP	0.00	NM	1	\$220.00
				M-F Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	----F--		1				\$220.00		0.00			
4	WSMV	05/29/15	05/29/15	Better Syndication 11a CM		11am-12pm	----F--	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
				M-F Syn Better 11am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	----F--		1				\$150.00		0.00			
5	WSMV	05/29/15	05/29/15	M-F 3-4pm	CM	258-4pm	----F--	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
				DOCTOR OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	----F--		1				\$150.00		0.00			
6	WSMV	05/29/15	05/29/15		CM	5-530pm	----F--	:30	1	\$360.00	IMP	0.00	NM	1	\$360.00

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 Flight Dates: 05/29/15 - 05/31/15

Advertiser: Bill Freeman For Mayor  
 Product Desc: 13-Freeman For Mayor  
 Estimate: 37-Freeman TV 30s 5.29-5.31  
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Channel 4 News @ 5															
Ch. 4 News at 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	----F--		1		\$360.00	0.00						
7	WSMV	05/29/15	05/29/15	Dateline	CM	Dateline Fri 8-10p	----F--	:30	1	\$1,700.00	IMP	0.00	NM	1	\$1,700.00
				Dateline		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	----F--		1		\$1,700.00	0.00						
8	WSMV	05/30/15	05/30/15	SA Today Show 7-9a	CM	Sat 7a-830a or 7a	-----S-	:30	1	\$260.00	IMP	0.00	NM	1	\$260.00
				Sat Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	-----S-		1		\$260.00	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	WSMV	05/25/15-05/31/15		SA Today Show 7-9a		Sat 7a-830a or 7a	-----Sa--	:30		\$260.00	0.00	NM			
9	WSMV	05/31/15	05/31/15	Meet the Press Sun 9-10a	CM	Sun 9-10a	-----S	:30	1	\$180.00	IMP	0.00	NM	1	\$180.00
				Meet the Press Sun 9-10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	-----S		1		\$180.00	0.00						
N 10	WSMV	05/29/15	05/29/15	M-F News 4 Today @ 4	CM	M-F 4a-5a	----F--	:30	1	\$30.00	SPP	0.00	NM	1	\$30.00
				M-F 4a-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	----F--		1		\$30.00	0.00						
N 11	WSMV	05/30/15	05/30/15	Live NHL Prime	CM	Live NHL Prime	-----S-	:30	1	\$1,000.00	IMP	0.00	NM	1	\$1,000.00
				Live NHL Prime		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/25/15	05/31/15	-----S-		1		\$1,000.00	0.00						
													Totals	10	\$4,550.00

WSMV (NBC) 4 - NASHVILLE  
 BILL FREEMAN FOR MAYOR  
 5.30.15

SAT

PROGRAM	DAYPART	COST/SPOT	5/30	LENGTH	SPOTS	TOTAL COST
STANLEY CUP PLAYOFFS	7:00P-10:00P	\$1,000	1	:30	1	\$1,000.00
<b>GROSS</b>			1		1	<b>\$1,000.00</b>