

ORDER

WDBJ 7

Orders	Order / Rev:	37388
	Alt Order #:	07891608
	Product Desc:	VHHA
	Estimate:	516
	Flight Dates:	09/21/15 - 09/29/15
	Original Date / Rev:	08/19/15 / 09/17/15
	Order Type:	GENERAL

WDBJ Television Inc.

Primary AE:	MATTHEW NORTEN
Sales Office:	Poli
Sales Region:	Pol

Agency	Name:	<u>PINPOINT MEDIA</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>1707 OSAGE STREET</u>
		ALEXANDRIA, VA 22302

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	ISS / VHHA
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	ISSUE
	Revenue Codes:	AGY, POL HRP, POL ISS

New Business Thru:	
Order Separation:	00:04:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/21/15	09/27/15	29	\$12,625.00	\$10,731.25
09/28/15	10/04/15	5	\$2,050.00	\$1,742.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	29	\$12,625.00	\$10,731.25	0.00
October 2015	5	\$2,050.00	\$1,742.50	0.00
Totals	34	\$14,675.00	\$12,473.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATTHEW NORTEN			Start Of Order - End Of Order	100%

Order Share

WDBJ Television Inc.	40%	\$14,675.00
Market	100%	\$36,687.50

Competitive Share

CABLE	0%	\$0.00
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	5%	\$1,834.38
WPXR	0%	\$0.00
WSET	27%	\$9,905.62
WSLS	28%	\$10,272.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDBJ7	09/25/15	09/25/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	----1--	:30	1	\$495.00	ISSU	0.00 NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/21/15	09/27/15	----1--		1		\$495.00		0.00				
E 3	WDBJ7	09/25/15	09/25/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	----1--	:30	1	\$325.00	ISSU	0.00 NM	1	\$325.00

Order / Rev: 37388
 Alt Order #: 07891608
 Flight Dates: 09/21/15 - 09/29/15

Advertiser: ISS / VHHA
 Product Desc: VHHA
 Estimate: 516

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDBJ7	09/25/15	09/25/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	----1--	:30	1	\$325.00	ISSU	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	----1--					1	\$325.00		0.00			
E 4	WDBJ7	09/25/15	09/25/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	----1--	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	----1--					1	\$255.00		0.00			
E 5	WDBJ7	09/21/15	09/21/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	1-----	:30	1	\$495.00	ISSU	0.00	NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	1-----					1	\$495.00		0.00			
E 6	WDBJ7	09/21/15	09/21/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	1-----	:30	1	\$250.00	ISSU	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	1-----					1	\$250.00		0.00			
E 7	WDBJ7	09/21/15	09/21/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	1-----	:30	1	\$545.00	ISSU	0.00	NM	1	\$545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	1-----					1	\$545.00		0.00			
E 9	WDBJ7	09/21/15	09/21/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	1-----	:30	1	\$700.00	ISSU	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	1-----					1	\$700.00		0.00			
E 10	WDBJ7	09/21/15	09/21/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	1-----	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	1-----					1	\$255.00		0.00			
E 11	WDBJ7	09/26/15	09/26/15	SA 11-1135P NEWS 7 AT 11 SATURDAY	CM	SA 11-1135P	-----1-	:30	1	\$400.00	ISSU	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	-----1-					1	\$400.00		0.00			
E 13	WDBJ7	09/26/15	09/26/15	SAT 7-8P SAT 7-8P (7:00 PM-7:30 PM)	CM	SAT 7-8P	-----1-	:30	1	\$410.00	ISSU	0.00	NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	-----1-					1	\$410.00		0.00			
E 14	WDBJ7	09/27/15	09/27/15	SUN 1030-1130A SUN 1030-1130A (10:30 AM-11:30 AM)	CM	SUN 1030-1130A	-----1	:30	1	\$215.00	ISSU	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	-----1					1	\$215.00		0.00			
E 16	WDBJ7	09/27/15	09/27/15	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----1	:30	1	\$330.00	ISSU	0.00	NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	-----1					1	\$330.00		0.00			
E 19	WDBJ7	09/24/15	09/24/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	---1---	:30	1	\$545.00	ISSU	0.00	NM	1	\$545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	---1---					1	\$545.00		0.00			
E 20	WDBJ7	09/24/15	09/24/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	---1---	:30	1	\$725.00	ISSU	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	---1---					1	\$725.00		0.00			
E 21	WDBJ7	09/24/15	09/24/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	---1---	:30	1	\$700.00	ISSU	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/15	09/27/15	---1---					1	\$700.00		0.00			
E 22	WDBJ7	09/24/15	09/24/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	---1---	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 37388
Alt Order #: 07891608
Flight Dates: 09/21/15 - 09/29/15

Advertiser: ISS / VHHA
Product Desc: VHHA
Estimate: 516

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WDBJ7	09/24/15	09/24/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	---1---	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	---1---		1			\$255.00		0.00				
E 24	WDBJ7	09/22/15	09/22/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	-1-----	:30	1	\$250.00	ISSU	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-1-----		1			\$250.00		0.00				
E 25	WDBJ7	09/22/15	09/22/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	-1-----	:30	1	\$545.00	ISSU	0.00	NM	1	\$545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-1-----		1			\$545.00		0.00				
E 26	WDBJ7	09/22/15	09/22/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-1-----	:30	1	\$725.00	ISSU	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-1-----		1			\$725.00		0.00				
E 27	WDBJ7	09/22/15	09/22/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	-1-----	:30	1	\$325.00	ISSU	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-1-----		1			\$325.00		0.00				
E 28	WDBJ7	09/22/15	09/22/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-1-----	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-1-----		1			\$255.00		0.00				
E 29	WDBJ7	09/23/15	09/23/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	--1----	:30	1	\$495.00	ISSU	0.00	NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$495.00		0.00				
E 30	WDBJ7	09/23/15	09/23/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	--1----	:30	1	\$250.00	ISSU	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$250.00		0.00				
E 31	WDBJ7	09/23/15	09/23/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	--1----	:30	1	\$545.00	ISSU	0.00	NM	1	\$545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$545.00		0.00				
E 32	WDBJ7	09/23/15	09/23/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	--1----	:30	1	\$325.00	ISSU	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$325.00		0.00				
E 33	WDBJ7	09/23/15	09/23/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	--1----	:30	1	\$700.00	ISSU	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$700.00		0.00				
E 34	WDBJ7	09/23/15	09/23/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	--1----	:30	1	\$255.00	ISSU	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	--1----		1			\$255.00		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	WDBJ7	09/21/15-09/27/15	M-F 7-9A		M-F 7-9A	--W-----	:30		(\$255.00)		0.00	NM		
	See MG 34.2 [CBS SPECIAL REPORT]														
	2	WDBJ7	09/29/15-09/29/15	M-F 7-9A		M-F 7-9A	-T-----	:30		\$255.00		0.00	NM		
	Ⓜ MG for 34.1 09/23														
N 35	WDBJ7	09/26/15	09/26/15	WDBJ NEWS AT 7:30PCM WDBJ NEWS AT 7:30P		SAT 730-8P	-----1-	:30	1	\$425.00	ISSU	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/21/15	09/27/15	-----1-		1			\$425.00		0.00				
N 36	WDBJ7	09/27/15	09/27/15		CM	1130P-1205A	-----1	:30	1	\$390.00	ISSU	0.00	NM	1	\$390.00

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Flight Dates: 09/21/15 - 09/29/15

Advertiser: ISS / VHHA
Product Desc: VHHA
Estimate: 516

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LATE NEWS 1130P-1205A															
LATE NEWS 1130P-1205A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/21/15	09/27/15	-----1		1			\$390.00			0.00			
N 37	WDBJ7	09/28/15	09/29/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MT-----	:30	1	\$325.00	ISSU	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/28/15	10/04/15	MT-----		1			\$325.00			0.00			
N 38	WDBJ7	09/28/15	09/29/15	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	MT-----	:30	1	\$495.00	ISSU	0.00	NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/28/15	10/04/15	MT-----		1			\$495.00			0.00			
N 39	WDBJ7	09/28/15	09/29/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MT-----	:30	1	\$250.00	ISSU	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/28/15	10/04/15	MT-----		1			\$250.00			0.00			
N 40	WDBJ7	09/28/15	09/29/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	MT-----	:30	1	\$725.00	ISSU	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/28/15	10/04/15	MT-----		1			\$725.00			0.00			
N 41	WDBJ7	09/24/15	09/24/15	LATE NEWS 1130P-1205A LATE NEWS 1130P-1205A	CM	1130P-1205A	---T---	:30	1	\$495.00	ISSU	0.00	NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/21/15	09/27/15	---T---		1			\$495.00			0.00			
													Totals	34	\$14,675.00

REP HEADLINE# 7891608 TRF# 37388 REP: TEL# 703-516-9399 FAX# 703-516-9680
\$\$\$ MOD# 4: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP30/15 16.12
*** WDBJ-TV ***

ADV # _____ ADV. NAME ISS/VHHA REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME PINPOINT MEDIA BUYER NAME NICOLE MEADE
1707 OSAGE STREET SUITE 103 SALES PRSN WA- MATTHEW NORTEN (H)
ALEXANDRIA, VA 22302

ORDER # _____ CONTRACT # 7891608 CLASS: NATL. LOCAL REGIONAL
PRDCT VHHA EST#516 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP21/15 SEP29/15 WK-2
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP30/15 16.12

REP: 9/30 REV
M5 OK'D AS LINE 43
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MATT

STA:

CON CM VIRGINIA HOSPITAL & HEALTHCARE ASSOCIATION

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

STATION MAKEGOOD OFFERS:

M5 OK'D BUY#13 MISSED: SAT/700P-730P SEP26 30S \$410.00 (SEP30/15)
OFFER: SAT/730P-800P SEP26 30S \$410.00 PLS ADVISE.

CMT: SPOTS RAN IN NEWS DUE TO WHEEL BEING PREEMPTED DUE TO FOOTBALL

CONTRACT TOTAL 14675.00
TOTAL SPOTS 34

REP HEADLINE# 7891608 TRF# 37388 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP30/15 15.52
 CHANGES *** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M5	OK'D		BUY#13			MISSED: SAT/700P-730P	SEP26		30S	\$410.00	(SEP30/15)	
						OFFER: SAT/730P-800P	SEP26		30S	\$410.00	PLS ADVISE.	
CMT: SPOTS RAN IN NEWS DUE TO WHEEL BEING PREEMPTED DUE TO FOOTBALL												
SEP/15			12625.00			OCT/15				\$2,050.00		
											CONTRACT TOTAL	14675.00
											TOTAL SPOTS	34

MARKET TOTALS \$36,687 WDBJ 40% WSET 27% WSLS 28% WFXR 5% CABL 0% WPXR 0% WTLU 0%
 WBVA 0% EDBJ 0%

SHARES ARE ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE