



WFXR
PO Box 419779
Boston, MA 02241-9779

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

Contract # 1637637

Schedule Dates 09/06/17-09/12/17
Advertiser Ed Gillespl/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3102 (638704)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle, Irvin,
Phone/Fax /
CPE 277/357/3102
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW CANDIDATE ORDER - 9/6-9/7 IS OUTSIDE OF POLITICAL WINDOW
9/8 ONWARD IS INSIDE OF POLITICAL WINDOW

Date Entered 09/05/17
Last Modified 09/07/17
Entered By Casey Wright
CO-OP No
Headline # ECR25706204
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,041.75
Net Total \$5,903.25
Sales Tax

Roanoke VA (WFXR)

By Broadcast Month	Spots	Rate
Sep. 2017	37	\$6,945.00
Grand Total:	37	\$6,945.00

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	09/08/17-09/08/17	5	:30	5:30A- 6A (EST)	1					X			1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 108. Nielsen: 0.3	9/5/17
2.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	5:30A- 6A (EST)	1	X							1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 108. Nielsen: 0.3	9/5/17
3.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	5:30A- 6A (EST)	1		X						1	\$5.00	\$5.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 108. Nielsen: 0.3	9/5/17
4.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	6:30A- 7A (EST)	1	X							1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 112. Nielsen: 0.5	9/5/17
5.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	6:30A- 7A (EST)	1		X						1	\$10.00	\$10.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 112. Nielsen: 0.5	9/5/17
6.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	7A- 7:30A (EST)	1					X			1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 121. Nielsen: 0.9	9/5/17

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7.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	7A- 7:30A (EST)	1	X							1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 121. Nielsen: 0.9	9/5/17
8.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	7:30A- 8A (EST)	1					X			1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 122. Nielsen: 1.0	9/5/17
9.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	7:30A- 8A (EST)	1		X						1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 122. Nielsen: 1.0	9/5/17
10.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	8A- 8:30A (EST)	1	X							1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 120. Nielsen: 1.0	9/5/17
11.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	8:30A- 9A (EST)	1		X						1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 0.9	9/5/17
12.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	3:30P- 4P (EST)	1					X				\$35.00		Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 84. Nielsen: 2.0	9/5/17
12.0.1	Preempt	09/08/17															Roanoke VA (WFXR)	Pre-Empt/Spot -CLASS OF TIME	

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13.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	3:30P- 4P (EST)	1	X								\$35.00		Roanoke VA (WFXR)	FAMILY FEUD B< Target 200119 Index: 84. Nielsen: 2.0	9/5/17
13.0.1	Preempt	09/11/17															Roanoke VA (WFXR)	Pre-Empt/Spot -	
14.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	4P- 4:30P (EST)	1					X				\$50.00		Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 90. Nielsen: 2.9	9/5/17
14.0.1	Preempt	09/08/17															Roanoke VA (WFXR)	Pre-Empt/Spot -CLASS OF TIME	
15.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	4P- 4:30P (EST)	1	X								\$50.00		Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 90. Nielsen: 2.9	9/5/17
15.0.1	Preempt	09/11/17															Roanoke VA (WFXR)	Pre-Empt/Spot -	
16.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	4P- 4:30P (EST)	1		X							\$50.00		Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 90. Nielsen: 2.9	9/5/17
16.0.1	Preempt	09/12/17															Roanoke VA (WFXR)	Pre-Empt/Spot -	
17.0	Normal Line / SPOT	09/12/17-09/12/17	5	:30	6P- 6:30P (EST)	1		X							\$35.00		Roanoke VA (WFXR)	MIKE AND MOLLY Target 200119 Index: 97. Nielsen: 2.2	9/5/17
17.0.1	Preempt	09/12/17															Roanoke VA (WFXR)	Pre-Empt/Spot -	

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18.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	6:30P- 7P (EST)	1					X				\$35.00		Roanoke VA (WFXR)	MIKE&MOLLY B Target 200119 Index: 102. Nielsen: 2.3	9/5/17
18.0.1	Preempt	09/08/17															Roanoke VA (WFXR)	Pre-Empt/Spot -	
19.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	6:30P- 7P (EST)	1	X								\$35.00		Roanoke VA (WFXR)	MIKE&MOLLY B Target 200119 Index: 102. Nielsen: 2.3	9/5/17
19.0.1	Preempt	09/11/17															Roanoke VA (WFXR)	Pre-Empt/Exception -	
20.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	7P- 7:30P (EST)	1					X				\$125.00		Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 112. Nielsen: 3.7	9/5/17
20.0.1	Preempt	09/08/17															Roanoke VA (WFXR)	Pre-Empt/Spot -CLASS OF TIME	
22.0	Normal Line / SPOT	09/09/17 09/09/17	5	:30	7:30P- 8P (EST)	1						X			\$50.00		Roanoke VA (WFXR)	BIG BANG Target 200119 Index: 123. Nielsen: 1.8	9/5/17
22.0.1	Preempt	09/09/17															Roanoke VA (WFXR)	Pre-Empt/Spot -program change	

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23.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	8P- 10P (EST)	1	X							1	\$350.00	\$350.00	Roanoke VA (WFXR)	SO YOU THINK YOU CAN DANCE Target 200119 Index: 101. Nielsen: 1.9	9/5/17
24.0	Normal Line / SPOT	09/11/17-09/11/17	4	:30	10P- 10:30P (EST)	1	X							1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 Target 200119 Index: 113. Nielsen: 3.9	9/5/17
25.0	Normal Line / SPOT	09/12/17-09/12/17	4	:30	10P- 10:30P (EST)	1		X						1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 Target 200119 Index: 113. Nielsen: 3.9	9/5/17
26.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	11P- 11:30P (EST)	1					X			1	\$125.00	\$125.00	Roanoke VA (WFXR)	WFXR SPORTS FRI NIGHT GRIDIRON Target 200119 Index: 120. Nielsen: 1.4	9/5/17
27.0	Normal Line / SPOT	09/10/17-09/10/17	4	:30	10P- 10:30P (EST)	1							X	1	\$400.00	\$400.00	Roanoke VA (WFXR)	WFXR NEWS-10 Target 200119 Index: 114. Nielsen: 4.7	9/5/17
28.0	Normal Line / SPOT	09/08/17-09/08/17	5	:30	11:30P- 12A (EST)	1					X			1	\$35.00	\$35.00	Roanoke VA (WFXR)	TWO & HALF MEN< Target 200119 Index: 111. Nielsen: 1.2	9/5/17

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29.0	Normal Line / SPOT	09/11/17-09/11/17	5	:30	11:30P- 12A (EST)	1	X							1	\$35.00	\$35.00	Roanoke VA (WFXR)	TWO & HALF MEN< Target 200119 Index: 111. Nielsen: 1.2	9/5/17
32.0	Normal Line / SPOT	09/09/17-09/09/17	5	:30	12A- 12:30A (EST)	1						X			\$10.00		Roanoke VA (WFXR)	BIG BANG Target 200119 Index: 119. Nielsen: 1.0	9/5/17
32.0.1	Preempt	09/09/17															Roanoke VA (WFXR)	Pre-Empt/Spot -program change	
33.0	Normal Line / SPOT	09/09/17-09/09/17	5	:30	12:30P- 4P (EST)	1						X		1	\$100.00	\$100.00	Roanoke VA (WFXR)	FOX MLB Target 200119 Index: 109. Nielsen: 0.9	9/5/17
34.0	Normal Line / SPOT	09/09/17-09/09/17	5	:30	7:30P- 11P (EST)	1						X		1	\$350.00	\$350.00	Roanoke VA (WFXR)	FOX COLLEGE PRIME GAME Target 200119 Index: 107. Nielsen: 2.3	9/5/17
36.0	Normal Line / SPOT	09/10/17-09/10/17	4	:30	1P- 4:30P (EST)	1							X	1	\$2,500.00	\$2,500.00	Roanoke VA (WFXR)	NFL REDSKINS GAME Target 200119 Index: 97. Nielsen: 18.7	9/5/17
37.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	5:30A- 6A (EST)	1				X				1	\$15.00	\$15.00	Roanoke VA (WFXR)	WFXR NEWS-5 Target 200119 Index: 108. Nielsen: 0.3	9/5/17

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38.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	6:30A- 7A (EST)	1			X					1	\$30.00	\$30.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 112. Nielsen: 0.5	9/5/17
39.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	6:30A- 7A (EST)	1				X				1	\$30.00	\$30.00	Roanoke VA (WFXR)	WFXR NEWS-6 Target 200119 Index: 112. Nielsen: 0.5	9/5/17
40.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	7A- 7:30A (EST)	1				X				1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 121. Nielsen: 0.9	9/5/17
41.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	7:30A- 8A (EST)	1			X					1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-7 Target 200119 Index: 122. Nielsen: 1.0	9/5/17
42.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	8A- 8:30A (EST)	1				X				1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 120. Nielsen: 1.0	9/5/17
43.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	8:30A- 9A (EST)	1			X					1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 0.9	9/5/17

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44.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	8:30A- 9A (EST)	1				X				1	\$45.00	\$45.00	Roanoke VA (WFXR)	WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 0.9	9/5/17
45.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	4P- 4:30P (EST)	1			X					1	\$150.00	\$150.00	Roanoke VA (WFXR)	JUDGE JUDY Target 200119 Index: 90. Nielsen: 2.9	9/5/17
46.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	5:30P- 6P (EST)	1				X				1	\$175.00	\$175.00	Roanoke VA (WFXR)	JUDGE JUDY B Target 200119 Index: 90. Nielsen: 3.8	9/5/17
47.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	6:30P- 7P (EST)	1			X					1	\$150.00	\$150.00	Roanoke VA (WFXR)	MIKE&MOLLY B Target 200119 Index: 102. Nielsen: 2.3	9/5/17
48.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	7P- 7:30P (EST)	1				X				1	\$375.00	\$375.00	Roanoke VA (WFXR)	BIG BNG THEORY Target 200119 Index: 112. Nielsen: 3.7	9/5/17
49.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	7:30P- 8P (EST)	1				X				1	\$450.00	\$450.00	Roanoke VA (WFXR)	BG BNG THRY B< Target 200119 Index: 112. Nielsen: 4.0	9/5/17
50.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	10P- 10:30P (EST)	1			X					1	\$375.00	\$375.00	Roanoke VA (WFXR)	WFXR NEWS-10 Target 200119 Index: 113. Nielsen: 3.9	9/5/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFXR
PO Box 419779
Boston, MA 02241-9779

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

Contract # 1637637

Schedule Dates 09/06/17-09/12/17
Advertiser Ed Gillespi/Governor/Republican/VA (88014)
Agency Strategic Media Services Inc (13884)
Product Political - Governor (1067)
Brand 277/357/3102 (638704)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Michelle,Irvln,
Phone/Fax /
CPE 277/357/3102
Account Types National/Political
Billing Type Standard
Comments Candidate
NEW CANDIDATE ORDER - 9/6-9/7 IS OUTSIDE OF POLITICAL WINDOW
9/8 ONWARD IS INSIDE OF POLITICAL WINDOW

Date Entered 09/05/17
Last Modified 09/07/17
Entered By Casey Wright
CO-OP No
Headline # ECR25706204
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,041.75
Net Total \$5,903.25
Sales Tax

Roanoke VA (WFXR)

By Broadcast Month	Spots	Rate
Sep. 2017	37	\$6,945.00
Grand Total:	37	\$6,945.00

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
51.0	Normal Line / SPOT	09/07/17-09/07/17	4	:30	11:30P- 12A (EST)	1				X				1	\$100.00	\$100.00	Roanoke VA (WFXR)	TWO & HALF MEN< Target 200119 Index: 111. Nielsen: 1.2	9/5/17
52.0	Normal Line / SPOT	09/06/17-09/06/17	4	:30	12A- 12:30A (EST)	1			X					1	\$100.00	\$100.00	Roanoke VA (WFXR)	TWO&HALF MEN B< Target 200119 Index: 111. Nielsen: 1.1	9/5/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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