

## ORDER



-Revision

**Orders**  
**Order / Rev:** 758533  
**Alt Order #:** 7306299  
**Product Desc:** TILLIS FOR SEN 5037  
**Estimate:** 5037  
**Flight Dates:** 09/23/14 - 09/29/14  
**Original Date / Rev:** 09/18/14 / 09/18/14  
**Order Type:** GENERAL

WGHP-TV

**Primary AE:** Jamie Andrus  
**Sales Office:** DC-T  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser Name:** Tillis/R/US Senate  
**Demographic:** A35+  
**Product Codes:** PL1Ba - US Senate/Republican  
**Priority:** 2  
**Revenue Codes:** SP-POL, CAN, GEN

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	23	\$7,215.00	\$6,132.75
09/29/14	09/29/14	4	\$1,925.00	\$1,636.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	23	\$7,215.00	\$6,132.75	0.00
October 2014	4	\$1,925.00	\$1,636.25	0.00
<b>Totals</b>	<b>27</b>	<b>\$9,140.00</b>	<b>\$7,769.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WGHP-TV	26%	\$9,140.00
Market	100%	\$35,153.85

## Competitive Share

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	27%	\$9,491.54
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	3%	\$1,054.62
WXII	37%	\$13,006.92
WXLV	7%	\$2,460.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/26/14	09/26/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	----1--	:30	1	\$750.002		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	----1--					1	\$750.00		0.00			
2	8	09/26/14	09/26/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	----1--	:30	1	\$450.002		0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	----1--					1	\$450.00		0.00			

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WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	09/26/14	09/26/14	M-F 630-7p Fox 8 News at 630p	CM-All	630-7p	----1--	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	----1--			1		\$350.00		0.00				
4	8	09/26/14	09/26/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a	----1--	:30	1	\$325.00	2	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:		09/22/14	09/28/14	----1--			1		\$325.00		0.00				
5	8	09/29/14	09/29/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	1-----			1		\$750.00		0.00				
6	8	09/29/14	09/29/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	1-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/14	10/05/14	1-----			1		\$450.00		0.00				
7	8	09/29/14	09/29/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	1-----	:30	1	\$400.00	2	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:		09/29/14	10/05/14	1-----			1		\$400.00		0.00				
8	8	09/29/14	09/29/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a	1-----	:30	1	\$325.00	2	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:		09/29/14	10/05/14	1-----			1		\$325.00		0.00				
N 9	8	09/27/14	09/27/14	Sa 6p-7p Sa 6p-630p	CM-All	6p-630p (6:00 PM-6:30 PM)	-----1-	:30	1	\$165.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-----1-			1		\$165.00		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	8	09/22/14-09/28/14		Sa 6p-7p	6p-630p		(6:00 PM-6:30 P-----Sa--	:30		<del>(\$165.00)</del>		0.00	NM		
Credited															
10	8	09/28/14	09/28/14	Su 6p-7p Su 630p-7p	CM-All	630p-7p (6:30 PM-7:00 PM)	-----1	:30	1	\$200.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-----1			1		\$200.00		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	8	09/22/14-09/28/14		Su 6p-7p	630p-7p		(6:30 PM-7:00 P-----Su	:30		<del>(\$200.00)</del>		0.00	NM		
Credited															
11	8	09/25/14	09/25/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	---1---			1		\$450.00		0.00				
12	8	09/25/14	09/25/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	---1---	:30	1	\$400.00	2	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:		09/22/14	09/28/14	---1---			1		\$400.00		0.00				
13	8	09/25/14	09/25/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a	---1---	:30	1	\$325.00	2	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:		09/22/14	09/28/14	---1---			1		\$325.00		0.00				
14	8	09/25/14	09/25/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	---1---	:30	1	\$200.00	2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	---1---			1		\$200.00		0.00				
15	8	09/23/14	09/23/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	-1-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-1-----			1		\$750.00		0.00				
16	8	09/23/14	09/23/14		CM-All	6-630p		:30	1	\$450.00	2	0.00	NM	1	\$450.00

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				M-F 6-630p Fox 8 News at 6pm			-1-----								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	-1-----		1			\$450.00	0.00					
17	8	09/23/14	09/23/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a	-1-----	:30	1	\$325.00	2	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: 09/22/14	09/28/14	-1-----		1			\$325.00	0.00					
18	8	09/23/14	09/23/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	-1-----	:30	1	\$200.00	2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	-1-----		1			\$200.00	0.00					
19	8	09/24/14	09/24/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	--1----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	--1----		1			\$750.00	0.00					
20	8	09/24/14	09/24/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--1----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	--1----		1			\$450.00	0.00					
21	8	09/24/14	09/24/14	M-F 630-7p M-F 630-7p	CM-All	630-7p	--1----	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	--1----		1			\$350.00	0.00					
22	8	09/24/14	09/24/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a	--1----	:30	1	\$325.00	2	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: 09/22/14	09/28/14	--1----		1			\$325.00	0.00					
23	8	09/27/14	09/27/14	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----1-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	-----1-		1			\$200.00	0.00					
N 24	8	09/23/14	09/26/14	M-F 430-5a FOX 8 Morning News 430a	CM-All	430-5a	-TWTF--	:30	5	\$20.00	2	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	-TWTF--		5			\$20.00	0.00					
N 25	8	09/23/14	09/26/14	M-F 10-11a M-F 10a-11a	CM-All	10-11a	-TWTF--	:30	1	\$65.00	2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/22/14	09/28/14	-TWTF--		1			\$65.00	0.00					
													Totals	27	\$9,140.00