

ORDER



Orders
Order / Rev: 776891
Alt Order #: 7440257
Product Desc: NRA-PVF 5786
Estimate: 5786
Flight Dates: 10/21/14 - 10/27/14
Original Date / Rev: 10/20/14 / 10/20/14
Order Type: GENERAL

WGHP-TV

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

Agency Name: Red Eagle Media 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: National Rifle Assoc - Political Victory
Demographic: A35+
Product Codes: PL2A - Issue/Republican
Priority: 2
Revenue Codes: SP-POL, PAC, POL

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	33	\$73,200.00	\$62,220.00
10/27/14	10/27/14	4	\$7,700.00	\$6,545.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	33	\$73,200.00	\$62,220.00	0.00
November 2014	4	\$7,700.00	\$6,545.00	0.00
Totals	37	\$80,900.00	\$68,765.00	0.00

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	51%	\$80,900.00
Market	100%	\$158,627.45

Competitive Share

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	15%	\$23,794.12
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	33%	\$52,347.06
WXLV	1%	\$1,586.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/21/14	10/24/14	M-F 6-7a	CM-All	6-7a	-TWTF--	:30	3	\$800.002		0.00	NM	3	\$2,400.00
Fox 8 Morning News 6-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/20/14	10/26/14	-TWTF--			3		\$800.00			0.00			
2	8	10/22/14	10/24/14	M-F 6-630p	CM-All	6-630p	--W-F--	:30	2	\$1,200.002		0.00	NM	2	\$2,400.00
Fox 8 News at 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/20/14	10/26/14	--W-F--			2		\$1,200.00			0.00			

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 Product Desc: NRA-PVF 5786
 Estimate: 5786
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	10/27/14	10/27/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	1-----	:30	1	\$1,200.00	2	0.00	NM	1	\$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:		10/27/14	11/02/14	1-----			1		\$1,200.00	0.00					
4	8	10/26/14	10/26/14	Su 6p-7p Su 6p-630p	CM-All	6p-630p (6:00 PM-6:30 PM)	-----1	:30	1	\$600.00	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:		10/20/14	10/26/14	-----1			1		\$600.00	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	10/20/14-10/26/14		Su 6p-7p		6p-630p	(6:00 PM-6:30 P-----Su	:30		(\$600.00)		0.00	NM		
Credited [Not Available]															
5	8	10/26/14	10/26/14	Su 6p-7p Su 630p-7p	CM-All	630p-7p (6:30 PM-7:00 PM)	-----1	:30	1	\$600.00	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:		10/20/14	10/26/14	-----1			1		\$600.00	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	10/20/14-10/26/14		Su 6p-7p		630p-7p	(6:30 PM-7:00 P-----Su	:30		(\$600.00)		0.00	NM		
Credited [Not Available]															
6	8	10/21/14	10/23/14	LN (M-F) Late News M-F	CM-All	10-1035p (10:00 PM-10:35 PM)	---T---	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/20/14	10/26/14	---T---			1		\$1,500.00	0.00					
7	8	10/27/14	10/27/14	LN (M-F) Late News M-F	CM-All	10-1035p (10:00 PM-10:35 PM)	1-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	1-----			1		\$1,500.00	0.00					
8	8	10/23/14	10/23/14	LN (M-Su) Late News Th	CM-All	1035-11p (10:35 PM-11:00 PM)	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$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:		10/20/14	10/26/14	---T---			1		\$1,400.00	0.00					
9	8	10/21/14	10/25/14	World Series World Series on FOX	CM-All	8-11p	-22-22-	:30	8	\$2,500.00	2	0.00	NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/20/14	10/26/14	-22-22-			8		\$2,500.00	0.00					
10	8	10/27/14	10/27/14	World Series World Series on FOX	CM-All	8-11p	2-----	:30	2	\$2,500.00	2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/14	11/02/14	2-----			2		\$2,500.00	0.00					
11	8	10/26/14	10/26/14	NFL Morning Game NFL Morning Game	CM-All	930a-1230p	-----2	:30	2	\$4,950.00	4	0.00	NM	2	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/20/14	10/26/14	-----2			2		\$4,950.00	0.00					
13	8	10/25/14	10/25/14	ACC Football ACC Football	CM-All	1230-330p	-----S-	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/20/14	10/26/14	-----S-			1		\$2,000.00	0.00					
14	8	10/21/14	10/22/14	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-11----	:30	2	\$1,200.00	2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/20/14	10/26/14	-11----			2		\$1,200.00	0.00					
15	8	10/21/14	10/24/14	M-F 4-5p Fox 8 News 4-6p Fox 8 News 4-5p	CM-All	4-5p News	-TWTF--	:30	3	\$400.00	2	0.00	NM	3	\$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:		10/20/14	10/26/14	-TWTF--			3		\$400.00	0.00					
N 16	8	10/21/14	10/26/14	World Series World Series on FOX	CM-All	World Series on F-- (8:00 PM-11:00 PM)	-TWTFSS	:30	6	\$2,500.00	2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	8	10/21/14	10/26/14	World Series World Series on FOX	CM-All	World Series on F--TWTFSS (8:00 PM-11:00 PM)		:30	6	\$2,500.00	2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	-TWTFSS	6		\$2,500.00		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>				
5	8	10/20/14-10/26/14		World Series	World Series on F8:00 PM-11:00		-TWThFSaSu	:30	(\$2,500.00)	0.00	NM				
Credited															
17	8	10/25/14	10/25/14	ACC Football ACC Football 1230-330p	CM-All	ACC Football 1230-330p (12:30 PM-3:30 PM)	-----S-	:30	2	\$2,000.00	2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	-----S-	2		\$2,000.00		0.00						
18	8	10/26/14	10/26/14	NFL Morning Game NFL Morning Game	CM-All	930a-1230p NFL M-----S (9:30 AM-12:30 PM)		:30	1	\$5,000.00	2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	-----S	1		\$5,000.00		0.00						
19	8	10/26/14	10/26/14	NFL Late Game FOX NFL 4p	CM-All	NFL on FOX 4-730p-----S (4:30 PM-7:30 PM)		:30	1	\$6,000.00	2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	-----S	1		\$6,000.00		0.00						
N 20	8	10/21/14	10/21/14	World Series World Series on FOX	CM-All	World Series on F--T----- (8:00 PM-11:00 PM)		:30	1	\$2,500.00	2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/20/14	10/26/14	-T-----	1		\$2,500.00		0.00						
													Totals	37	\$80,900.00