

ORDER



Orders
Order / Rev: 779826
Alt Order #:
Product Desc: JANC14 GREENSBORO BUY 10-29 thr
Estimate: 1222
Flight Dates: 10/29/14 - 11/04/14
Original Date / Rev: 10/30/14 / 10/30/14
Order Type: GENERAL

WGHP-TV

Primary AE: Ben Oldham
Sales Office: HPT
Sales Region: LOC

Agency Name: Innovative Advertising LLC
Buying Contact: Heidi Guerra
Billing Contact:
 4250 Hwy 22
 Mandeville, LA 70471

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

Advertiser Name: Justice for All North Carolina
Demographic: A25-54
Product Codes: PL1Xc - Local Various/Other
Priority: 2
Revenue Codes: SP-POL, ISS, 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
10/27/14	11/04/14	61	\$44,500.00	\$37,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	61	\$44,500.00	\$37,825.00	0.00
Totals	61	\$44,500.00	\$37,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Oldham			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGHP-TV	30%	\$44,500.00
Market	100%	\$148,333.33

Competitive Share

Competitive Share	Share	Total
UNKWN	70%	\$103,833.33
WFMY	0%	\$0.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	0%	\$0.00
WXLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/29/14	10/31/14	M-F 5-530a Fox 8 Morning News 5-530a	CM-All	5-530a	--111--	:30	3	\$500.002		0.00	NM	3	\$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	--111--			3		\$500.00		0.00				
2	8	11/03/14	11/04/14	M-F 5-530a Fox 8 Morning News 5-530a	CM-All	5-530a	11-----	:30	2	\$500.002		0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/03/14	11/09/14	11-----			2		\$500.00		0.00				
3	8	10/29/14	10/31/14		CM-All	530-6a	--111--	:30	3	\$500.002		0.00	NM	3	\$1,500.00

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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
				M-F 530-6a Fox 8 Morning News 530-6a											
		<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	--111--					3	\$500.00		0.00			
4	8	11/03/14	11/04/14	M-F 530-6a Fox 8 Morning News 530-6a	CM-All	530-6a	11-----	:30	2	\$500.002		0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	11-----					2	\$500.00		0.00			
5	8	10/29/14	10/31/14	M-F 6-7a Fox 8 Morning News 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	--111--	:30	3	\$800.002		0.00	NM	3	\$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: 10/27/14	11/02/14	--111--					3	\$800.00		0.00			
6	8	11/03/14	11/04/14	M-F 6-7a Fox 8 Morning News 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	11-----	:30	2	\$800.002		0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	11-----					2	\$800.00		0.00			
7	8	10/29/14	10/31/14	M-F 6-7a Fox 8 Morning News 630-7a	CM-All	630-7a (6:30 AM-7:00 AM)	--111--	:30	3	\$800.002		0.00	NM	3	\$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: 10/27/14	11/02/14	--111--					3	\$800.00		0.00			
8	8	11/03/14	11/04/14	M-F 6-7a Fox 8 Morning News 630-7a	CM-All	630-7a (6:30 AM-7:00 AM)	11-----	:30	2	\$800.002		0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	11-----					2	\$800.00		0.00			
9	8	10/29/14	10/31/14	M-F 7-8a Fox 8 Morning News 7-730a	CM-All	7-730a (7:00 AM-7:30 AM)	--111--	:30	3	\$800.002		0.00	NM	3	\$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: 10/27/14	11/02/14	--111--					3	\$800.00		0.00			
10	8	11/03/14	11/04/14	M-F 7-8a Fox 8 Morning News 7-730a	CM-All	7-730a (7:00 AM-7:30 AM)	11-----	:30	2	\$800.002		0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	11-----					2	\$800.00		0.00			
11	8	10/29/14	10/31/14	M-F 7-8a Fox 8 Morning News 730-8a	CM-All	730-8a (7:30 AM-8:00 AM)	--111--	:30	3	\$800.002		0.00	NM	3	\$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: 10/27/14	11/02/14	--111--					3	\$800.00		0.00			
12	8	11/03/14	11/04/14	M-F 7-8a Fox 8 Morning News 730-8a	CM-All	730-8a (7:30 AM-8:00 AM)	11-----	:30	2	\$800.002		0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	11-----					2	\$800.00		0.00			
13	8	10/29/14	10/31/14	M-F 8-9a Fox 8 Morning News 8-830a	CM-All	8-830a (8:00 AM-8:30 AM)	--111--	:30	3	\$700.002		0.00	NM	3	\$2,100.00
		<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	--111--					3	\$700.00		0.00			
14	8	11/03/14	11/04/14	M-F 8-9a Fox 8 Morning News 8-830a	CM-All	8-830a (8:00 AM-8:30 AM)	11-----	:30	2	\$700.002		0.00	NM	2	\$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: 11/03/14	11/09/14	11-----					2	\$700.00		0.00			
15	8	10/29/14	10/31/14	M-F 9a-10a Fox 8 Morning News9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	--111--	:30	3	\$400.002		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: 10/27/14	11/02/14	--111--					3	\$400.00		0.00			
16	8	11/03/14	11/03/14	M-F 9a-10a Fox 8 Morning News9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	1-----	:30	1	\$400.002		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: 11/03/14	11/09/14	1-----					1	\$400.00		0.00			
17	8	10/29/14	10/31/14	M-F 12-1230p Fox 8 News at Noon	CM-All	12-1230p	--111--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
		<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
17	8	10/29/14	10/31/14	M-F 12-1230p Fox 8 News at Noon	CM-All	12-1230p	--111--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
		<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	--111--		3			\$350.00			0.00			
18	8	11/03/14	11/03/14	M-F 12-1230p Fox 8 News at Noon	CM-All	12-1230p	1-----	:30	1	\$350.002		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: 11/03/14	11/09/14	1-----		1			\$350.00			0.00			
19	8	10/29/14	10/31/14	M-F 4-430p Fox 8 News 4-430p	CM-All	4-430p	--111--	:30	3	\$400.002		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: 10/27/14	11/02/14	--111--		3			\$400.00			0.00			
20	8	11/03/14	11/03/14	M-F 4-430p Fox 8 News 4-430p	CM-All	4-430p	1-----	:30	1	\$400.002		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: 11/03/14	11/09/14	1-----		1			\$400.00			0.00			
21	8	10/29/14	10/31/14	M-F 5-530p Fox 8 News at 5-530p	CM-All	5-530p	--111--	:30	3	\$800.002		0.00	NM	3	\$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: 10/27/14	11/02/14	--111--		3			\$800.00			0.00			
22	8	11/03/14	11/03/14	M-F 5-530p Fox 8 News at 5-530p	CM-All	5-530p	1-----	:30	1	\$800.002		0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1			\$800.00			0.00			
23	8	10/29/14	10/31/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--111--	:30	3	\$1,200.002		0.00	NM	3	\$3,600.00
		<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	--111--		3			\$1,200.00			0.00			
24	8	11/03/14	11/03/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	1-----	:30	1	\$1,200.002		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: 11/03/14	11/09/14	1-----		1			\$1,200.00			0.00			
N 25	8	10/29/14	10/31/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	--111--	:30	3	\$1,500.002		0.00	NM	2	\$3,000.00
		<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	--111--		3			\$1,500.00			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>		
	1	8	10/27/14-11/02/14	LN (M-F)		10-1030p	(10:00 PM-10:30 PM) --wThF----	:30		(\$1,500.00)		0.00	NM		
				Credited											
26	8	11/03/14	11/03/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,500.002		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: 11/03/14	11/09/14	1-----		1			\$1,500.00			0.00			
27	8	11/03/14	11/03/14	Monday Prime A Gotham 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,400.002		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: 11/03/14	11/09/14	M-----		1			\$1,400.00			0.00			
28	8	10/29/14	10/29/14	Fox 8 News After Sports Fox 8 News Aft Sports ALT	CM-All	11p-12a ALT LOG	--W----	:30	2	\$750.002		0.00	NM	2	\$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	--W----		2			\$750.00			0.00			
													Totals	61	\$44,500.00