

# ORDER



*Revision*

**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:** 10/27/14 / 10/27/14  
**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	34	\$75,700.00	\$64,345.00
10/27/14	10/27/14	2	\$2,700.00	\$2,295.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	34	\$75,700.00	\$64,345.00	0.00
November 2014	2	\$2,700.00	\$2,295.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$78,400.00</b>	<b>\$66,640.00</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	Share	Total
WGHP-TV	51%	\$78,400.00
Market	100%	\$153,725.49

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	15%	\$23,058.82
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	33%	\$50,729.41
WXLV	1%	\$1,537.25

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 Fox 8 Morning News 6-7a	CM-All	6-7a	-TWTF--	: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: 10/20/14	10/26/14	-TWTF--		3				\$800.00		0.00			
2	8	10/22/14	10/24/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--W-F--	:30	2	\$1,200.002		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	--W-F--		2				\$1,200.00		0.00			

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 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		<del>(\$600.00)</del>		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		<del>(\$600.00)</del>		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			
E 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	7	\$17,500.00
		<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	-22-22-		8				\$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>		
8	8	10/20/14-10/26/14	World Series			8-11p	-TW--FSa--	:30		<del>(\$2,500.00)</del>		0.00	NM		
			Credited												
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	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:		10/27/14	11/02/14	2-----		2				\$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>		
1	8	10/27/14-11/02/14	World Series			8-11p	M-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
			Credited												
2	8	10/27/14-11/02/14	World Series			8-11p	M-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
			Credited												
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>			

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 Estimate: 5786  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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 4-5p 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			
16	8	10/21/14	10/26/14	World Series World Series on FOX	CM-All	World Series on FOX (8:00 PM-11:00 PM)	-11-111	:30	5	\$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	-11-111		5				\$2,500.00		0.00			
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 Morning Game (9:30 AM-12:30 PM)	-----S	: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 (4:30 PM-7:30 PM)	-----S	: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			
20	8	10/21/14	10/21/14	World Series World Series on FOX	CM-All	World Series on FOX (8:00 PM-11:00 PM)	-T-----	: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			
21	8	10/26/14	10/26/14	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: 10/20/14	10/26/14	-----2		2				\$2,500.00		0.00			
													Totals	36	\$78,400.00