

ORDER
Division

Orders
Order / Rev: 777636
Alt Order #: 7450761
Product Desc: NRA-ILA 5932
Estimate: 5932
Flight Dates: 10/28/14 - 11/03/14
Original Date / Rev: 10/28/14 / 10/28/14
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 Association-ILA
Demographic: A35+
Product Codes: PL2A - Issue/Republican
Priority: 2
Revenue Codes: SP-POL, ISS, GEN

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
10/27/14	11/03/14	21	\$42,350.00	\$35,997.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	21	\$42,350.00	\$35,997.50	0.00
Totals	21	\$42,350.00	\$35,997.50	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	Share	Total
WGHP-TV	29%	\$42,350.00
Market	100%	\$146,034.48

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	23%	\$33,587.93
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	4%	\$5,841.38
WXII	37%	\$54,032.76
WXLV	7%	\$10,222.41

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/31/14	10/31/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 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				
2	8	10/31/14	10/31/14	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				
3	8	10/31/14	10/31/14		CM-All	6-7a	----1--	:30	1	\$800.00	2	0.00	NM	1	\$800.00

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 Product Desc: NRA-ILA 5932
 Estimate: 5932
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a 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: 10/27/14	11/02/14	----1--		1			\$800.00	0.00					
4	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	\$1,500.00	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: 11/03/14	11/09/14	1-----		1			\$1,500.00	0.00					
5	8	11/03/14	11/03/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	1-----	:30	1	\$1,200.00	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: 11/03/14	11/09/14	1-----		1			\$1,200.00	0.00					
6	8	11/03/14	11/03/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	1-----	:30	1	\$800.00	2	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					
7	8	11/01/14	11/01/14	College Football on FOX College Football on FOX	CM-All	730-11p (7:30 PM-11:00 PM)	-----1-	:30	1	\$1,250.00	2	0.00	NM	1	\$1,250.00
		<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			\$1,250.00	0.00					
8	8	11/02/14	11/02/14	NFL Early Game FOX NFL 1p	CM-All	1-4p (1:00 PM-4:00 PM)	-----2	:30	2	\$6,000.00	2	0.00	NM	2	\$12,000.00
		<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			\$6,000.00	0.00					
9	8	11/02/14	11/02/14	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	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: 10/27/14	11/02/14	-----1		1			\$600.00	0.00					
10	8	10/30/14	10/30/14	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					
11	8	10/30/14	10/30/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	---1---	:30	1	\$800.00	2	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: 10/27/14	11/02/14	---1---		1			\$800.00	0.00					
12	8	10/28/14	10/28/14	World Series World Series on FOX	CM-All	8-11p (8:00 PM-11:00 PM)	-2-----	:30	2	\$3,500.00	2	0.00	NM	2	\$7,000.00
		<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			\$3,500.00	0.00					
N 13	8	10/28/14	10/28/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	-1-----	:30	1	\$1,500.00	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	-1-----		1			\$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)-T-----	:30		(\$1,500.00)		0.00	NM		
				Credited											
14	8	10/28/14	10/28/14	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					
15	8	10/28/14	10/28/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	-1-----	:30	1	\$800.00	2	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: 10/27/14	11/02/14	-1-----		1			\$800.00	0.00					
16	8	10/29/14	10/29/14	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					

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17	8	10/29/14	10/29/14	M-F 6-7a Fox 8 Morning News 6-7a	CM-All	6-7a	--1----	:30	1	\$800.00	2	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:		10/27/14	11/02/14	--1----			1		\$800.00			0.00			
18	8	10/29/14	10/29/14	World Series World Series on FOX	CM-All	8-11p (8:00 PM-11:00 PM)	--2----	:30	2	\$3,500.00	2	0.00	NM	2	\$7,000.00
		<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		\$3,500.00			0.00			
N 19	8	10/30/14	10/30/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 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			
													Totals	21	\$42,350.00