

ORDER



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Orders
Order / Rev: 763392
Alt Order #: 7334614
Product Desc: NRSC IE 4347
Estimate: 4347
Flight Dates: 10/07/14 - 10/14/14
Original Date / Rev: 09/15/14 / 09/15/14
Order Type: POLITICAL PRE-BOOK

WGHP-TV

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

Agency Name: National Media Research Planning & I
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 Republican Senate Committee
Demographic: A35+
Product Codes: PL2A - Issue/Republican
Priority: DEFAULT
Revenue Codes: SP-POL, PTY, 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	10/13/14	20	\$29,400.00	\$24,990.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	20	\$29,400.00	\$24,990.00	0.00
Totals	20	\$29,400.00	\$24,990.00	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	Share	Total
WGHP-TV	31%	\$29,400.00
Market	100%	\$94,838.71

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	34%	\$32,245.16
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	7%	\$6,638.71
WXII	26%	\$24,658.06
WXLV	2%	\$1,896.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/10/14	10/10/14	M-F 5-530p Fox 8 News at 5-530p	CM-All	5-530p News	----F--	: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:		10/06/14	10/12/14	----F--			1		\$800.00		0.00				
2	8	10/10/14	10/10/14	M-F 530-6P Fox 8 News at 530p	CM-All	530-6p News	----F--	: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:		10/06/14	10/12/14	----F--			1		\$800.00		0.00				
3	8	10/10/14	10/10/14		CM-All	7-8a News	----F--	:30	1	\$700.004		0.00	NM	1	\$700.00

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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 7-8a Fox 8 Morning News 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	----F--					1	\$700.00		0.00			
4	8	10/13/14	10/13/14	LN (M-F)	CM-All	10-1030p Late News	M-----	:30	1	\$1,200.00	4	0.00	NM	1	\$1,200.00
				Late News M-F 10-1030p			(10:00 PM-10:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$1,200.00		0.00			
5	8	10/13/14	10/13/14	M-F 530-6P	CM-All	530-6p News	M-----	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				Fox 8 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----					1	\$800.00		0.00			
6	8	10/13/14	10/13/14	M-F 6-630p	CM-All	6-630p News	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
				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:		10/13/14	10/19/14	M-----					1	\$1,200.00		0.00			
7	8	10/13/14	10/13/14	M-F 6-7a	CM-All	6-7a News	M-----	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				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:		10/13/14	10/19/14	M-----					1	\$800.00		0.00			
E 8	8	10/12/14	10/12/14	Home Team Game	CM-All	Panthers NFL on FOX	F-----S	:30	1	\$12,000.00	1	0.00	NM	1	\$12,000.00
				Panthers NFL on FOX 1-4p			(1:00 PM-4:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$12,000.00		0.00			
9	8	10/12/14	10/12/14	LN (Su)	CM-All	10-1030p Late News	-----S	:30	1	\$1,000.00	4	0.00	NM	1	\$1,000.00
				Late News Sun 10-1030p			(10:00 PM-10:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S					1	\$1,000.00		0.00			
10	8	10/09/14	10/09/14	LN (M-F)	CM-All	10-1030p Late News	---T---	:30	1	\$1,200.00	4	0.00	NM	1	\$1,200.00
				Late News M-F 10-1030p			(10:00 PM-10:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	---T---					1	\$1,200.00		0.00			
11	8	10/09/14	10/09/14	M-F 530-6P	CM-All	530-6p News	---T---	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				Fox 8 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	---T---					1	\$800.00		0.00			
12	8	10/09/14	10/09/14	M-F 6-630p	CM-All	6-630p News	---T---	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
				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:		10/06/14	10/12/14	---T---					1	\$1,200.00		0.00			
13	8	10/09/14	10/09/14	M-F 6-7a	CM-All	6-7a News	---T---	:30	1	\$700.00	4	0.00	NM	1	\$700.00
				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:		10/06/14	10/12/14	---T---					1	\$700.00		0.00			
14	8	10/07/14	10/07/14	LN (M-F)	CM-All	10-1030p Late News	-T-----	:30	1	\$1,200.00	4	0.00	NM	1	\$1,200.00
				Late News M-F 10-1030p			(10:00 PM-10:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-T-----					1	\$1,200.00		0.00			
15	8	10/07/14	10/07/14	M-F 530-6P	CM-All	530-6p News	-T-----	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				Fox 8 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-T-----					1	\$800.00		0.00			
16	8	10/07/14	10/08/14	M-F 6-630p	CM-All	6-630p News	-T-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
				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:		10/06/14	10/12/14	-T-----					1	\$1,200.00		0.00			
17	8	10/07/14	10/07/14	M-F 7-8a	CM-All	7-8a News	-T-----	:30	1	\$700.00	4	0.00	NM	1	\$700.00
				Fox 8 Morning News 7-8a											
		<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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17	8	10/07/14	10/07/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a News	-T-----	:30	1	\$700.004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/06/14	10/12/14	-T-----		1			\$700.00			0.00			
18	8	10/08/14	10/08/14	M-F 5-530p Fox 8 News at 5-530p	CM-All	5-530p News	--W----	: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:	10/06/14	10/12/14	--W----		1			\$800.00			0.00			
19	8	10/08/14	10/08/14	M-F 530-6P Fox 8 News at 530p	CM-All	530-6p News	--W----	: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:	10/06/14	10/12/14	--W----		1			\$800.00			0.00			
20	8	10/08/14	10/08/14	M-F 7-8a Fox 8 Morning News 7-8a	CM-All	7-8a News	--W----	:30	1	\$700.004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/06/14	10/12/14	--W----		1			\$700.00			0.00			
													Totals	20	\$29,400.00