

ORDER



- Revision

Orders
Order / Rev: 750514
Alt Order #: 7275528
Product Desc: DSCC-IE
Estimate: 2763 Updated HL#- 10347451
Flight Dates: 09/23/14 - 09/29/14
Original Date / Rev: 09/04/14 / 09/04/14
Order Type: GENERAL

WGHP-TV
Primary AE: Brad Philipps
Sales Office: DC-M
Sales Region: NAT

Agency Name: Great American Media
Buying Contact: Meredith Kaufman
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Democratic Senatorial Campaign Cor
Demographic: A35+
Product Codes: PL2B - Issue/Democrat
Priority: 4
Revenue Codes: SP-POL, PAC, POL

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

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	33	\$16,950.00	\$14,407.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	33	\$16,950.00	\$14,407.50	0.00
Totals	33	\$16,950.00	\$14,407.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brad Philipps			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGHP-TV	26%	\$16,950.00
Market	100%	\$65,192.31

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	30%	\$19,557.69
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	1%	\$651.92
WUNL	0%	\$0.00
WUPN	2%	\$1,303.85
WXII	36%	\$23,469.23
WXLV	5%	\$3,259.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/23/14	09/26/14	M-F 530-6a Fox 8 Morning News 530-6a	CM-All	530-6a	-TWTF--	:30	2	\$250.002		0.00	NM	2	\$500.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$250.00		0.00				
2	8	09/23/14	09/26/14	M-F 6-7a Fox 8 Morning News 6-630a (6:00 AM-6:30 AM)	CM-All	6-630a	-TWTF--	:30	2	\$500.004		0.00	NM	2	\$1,000.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$500.00		0.00				

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2	8	09/23/14	09/26/14	M-F 6-7a Fox 8 Morning News 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	-TWTF--	:30	2	\$500.004		0.00	NM	2	\$1,000.00
FOX 8 NEWS AT 6A															
3	8	09/23/14	09/26/14	M-F 7-8a Fox 8 Morning News 7-730a	CM-All	7-730a (7:00 AM-7:30 AM)	-TWTF--	:30	2	\$500.004		0.00	NM	2	\$1,000.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$500.00		0.00				
4	8	09/23/14	09/26/14	M-F 8-9a Fox 8 Morning News 8-830a	CM-All	8-830a (8:00 AM-8:30 AM)	-TWTF--	:30	2	\$300.004		0.00	NM	2	\$600.00
FOX 8 NEWS AT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$300.00		0.00				
5	8	09/23/14	09/26/14	M-F 9a-10a Fox 8 Morning News 9-930a	CM-All	9a-930a (9:00 AM-9:30 AM)	-TWTF--	:30	2	\$250.004		0.00	NM	2	\$500.00
FOX 8 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$250.00		0.00				
E 6	8	09/23/14	09/26/14	M-F 11a-12p Judge Judy M-F 11a-12p	CM-All	11a-12p	-TWTF--	:30	2	\$125.004		0.00	NM	2	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$125.00		0.00				
7	8	09/23/14	09/26/14	M-F 1230-1p Fox 8 News 1230-1p	CM-All	1230-1p	-TWTF--	:30	2	\$250.002		0.00	NM	2	\$500.00
FOX 8 NEWS AT 1230P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$250.00		0.00				
8	8	09/23/14	09/26/14	M-F 2-3p The Real M-F 2-230p	CM-All	2-230p (2:00 PM-2:30 PM)	-TWTF--	:30	2	\$150.004		0.00	NM	2	\$300.00
DIVORCE COURT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$150.00		0.00				
9	8	09/23/14	09/26/14	M-F 2-3p The Real M-F 230-3p	CM-All	230-3p (2:30 PM-3:00 PM)	-TWTF--	:30	2	\$150.004		0.00	NM	2	\$300.00
JUDGE ALEX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$150.00		0.00				
10	8	09/23/14	09/26/14	M-F 4-430p Fox 8 News 4-430p	CM-All	4-430p	-TWTF--	:30	2	\$300.002		0.00	NM	2	\$600.00
FOX 8 NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$300.00		0.00				
11	8	09/23/14	09/26/14	M-F 5-530p Fox 8 News at 5-530p	CM-All	5-530p	-TWTF--	:30	2	\$625.004		0.00	NM	2	\$1,250.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$625.00		0.00				
12	8	09/23/14	09/26/14	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	-TWTF--	:30	2	\$800.004		0.00	NM	2	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$800.00		0.00				
13	8	09/27/14	09/28/14	Sa-Su 6-7p Sa-Su 6-630p	CM-All	6-630p (6:00 PM-6:30 PM)	-----SS	:30	1	\$300.004		0.00	NM	1	\$300.00
FOX 8 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-----SS			1		\$300.00		0.00				
14	8	09/23/14	09/26/14	M-F 7-730p Celebrity Name 7-730p	CM-All	7-730p	-TWTF--	:30	2	\$350.004		0.00	NM	2	\$700.00
CELEBRITY NAME GAME															

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14	8	09/23/14	09/26/14	M-F 7-730p Celebrity Name 7-730p	CM-All	7-730p	-TWTF--	:30	2	\$350.004		0.00	NM	2	\$700.00
CELEBRITY NAME GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTF--			2		\$350.00		0.00				
15	8	09/23/14	09/28/14	LN (M-Su) Late News M-Su	CM-All	10-1030p (10:00 PM-10:30 PM)	-TWTfSS	:30	2	\$900.004		0.00	NM	2	\$1,800.00
FOX 8 10 O'CLOCK NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTfSS			2		\$900.00		0.00				
16	8	09/23/14	09/28/14	LN (M-Su) Late News M-Su	CM-All	1030-11p (10:30 PM-11:00 PM)	-TWTfSS	:30	2	\$800.004		0.00	NM	2	\$1,600.00
FOX 8 10 O'CLOCK NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-TWTfSS			2		\$800.00		0.00				
17	8	09/27/14	09/27/14	College Football on FOX College Football on FOX	CM-All	730-11p	-----S-	:30	1	\$650.004		0.00	NM	1	\$650.00
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-----S-			1		\$650.00		0.00				
18	8	09/28/14	09/28/14	NFL Early Game FOX NFL 1p	CM-All	1-415p	-----S	:30	1	\$3,500.004		0.00	NM	1	\$3,500.00
NFL NO PANTHERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/22/14	09/28/14	-----S			1		\$3,500.00		0.00				
													Totals	33	\$16,950.00