

## ORDER



**Orders**  
**Order / Rev:** 674605  
**Alt Order #:** WOC10757747  
**Product Desc:** PADAM  
**Estimate:** 5083  
**Flight Dates:** 10/17/17 - 10/23/17  
**Original Date / Rev:** 10/12/17 / 10/23/17  
**Order Type:** NORMAL

## ESVF

**Primary AE:** Tina Wood  
**Sales Office:** HARN  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 210 W Penn Ave  
 Towson, MD 21204

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

**Advertiser Name:** John Adams for VA  
**Demographic:** A35+  
**Product Codes:** Candidate - State - Other  
**Priority:** P-04  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:** 145620  
**Agency External ID:** 1244  
**Unit Code:** General

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/25/17   | 10/23/17 | 30      | \$3,085.00   | \$2,622.25 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating       |
|---------------|-----------|-------------------|-------------------|--------------|
| October 2017  | 30        | \$3,085.00        | \$2,622.25        | 63.10        |
| <b>Totals</b> | <b>30</b> | <b>\$3,085.00</b> | <b>\$2,622.25</b> | <b>63.10</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Tina Wood         |              |              | Start Of Order - End Of Order | 100%    |

| Ln                                 | Ch        | Start             | End             | Inventory Code  | Break | Start/End Time        | Days              | Len           | Spots | Rate                  | Pri  | Rtg           | Type        | Spots | Amount   |
|------------------------------------|-----------|-------------------|-----------------|---|-------|-----------------------|-------------------|---------------|-------|-----------------------|------|---------------|-------------|-------|----------|
| E 1                                | ESVF      | 10/17/17          | 10/23/17        | Early News Rotator M-F<br>Early News Rotator M-F<br>(Program: CBS EVENING NEWS)May/2017LP |       | 6:30 PM-7:00 PM       | 1111---           | :30           | 4     | \$40.00               | P-04 | 1.40          | NM          | 4     | \$160.00 |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                       | <u>Spots/Week</u> |               |       | <u>Rate</u>           |      | <u>Rating</u> |             |       |          |
| Week:                              |           | 10/17/17          | 10/23/17        | 1111---   |       |                       | 4                 |               |       | \$40.00               |      | 1.40          |             |       |          |
| E 2                                | ESVF      | 10/17/17          | 10/23/17        | Monday Prime 1a<br>Monday Prime 1a<br>(Program: BIG BANG THEORY)May/2017LP                | CM    | 8:00 PM-8:30 PM       | 2-----            | :30           | 2     | \$150.00              | P-04 | 1.90          | NM          | 2     | \$300.00 |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                       | <u>Spots/Week</u> |               |       | <u>Rate</u>           |      | <u>Rating</u> |             |       |          |
| Week:                              |           | 10/17/17          | 10/23/17        | 2-----  |       |                       | 2                 |               |       | \$150.00              |      | 1.90          |             |       |          |
| E 3                                | ESVF      | 10/17/17          | 10/23/17        | Monday Prime 1b<br>Monday Prime 1b<br>(Program: YOUNG SHELDON)May/2017LP                  | CM    | 8:30 PM-9:00 PM       | 2-----            | :30           | 2     | \$150.00              | P-04 | 2.10          | NM          | 2     | \$300.00 |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                       | <u>Spots/Week</u> |               |       | <u>Rate</u>           |      | <u>Rating</u> |             |       |          |
| Week:                              |           | 10/17/17          | 10/23/17        | 2-----  |       |                       | 2                 |               |       | \$150.00              |      | 2.10          |             |       |          |
| <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                                  | ESVF      | 10/17/17-10/23/17 |                 | Monday Prime 1b   |       | 8:30 PM-9:00 PM       | M-----            | :30           |       | <del>(\$150.00)</del> |      | 2.10          | NM          |       |          |
| See MG 3.3<br>[Political No Avail] |           |                   |                 |   |       |                       |                   |               |       |                       |      |               |             |       |          |
| 3                                  | ESVF      | 10/17/17-10/23/17 |                 | Monday Prime 2a   |       | 9p-930p               | M-----            | :30           |       | \$150.00              |      | 2.10          | NM          |       |          |
| Ⓜ MG for 3.1 10/23                 |           |                   |                 |   |       |                       |                   |               |       |                       |      |               |             |       |          |
| E 4                                | ESVF      | 10/17/17          | 10/23/17        | Late Show<br>Late Show<br>(Program: LATE SHOW W/STEPHEN COLBERT)May/2017LP                | CM    | 11:30 PM-12:35 AM     | 22222--           | :30           | 10    | \$10.00               | P-04 | 0.70          | NM          | 10    | \$100.00 |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                       | <u>Spots/Week</u> |               |       | <u>Rate</u>           |      | <u>Rating</u> |             |       |          |

Order / Rev: 674605  
 Alt Order #: WOC10757747  
 Flight Dates: 10/17/17 - 10/23/17

Advertiser: John Adams for VA  
 Product Desc: PADAM  
 Estimate: 5083

ESVF

| Ln          | Ch        | Start             | End             | Inventory Code   | Break | Start/End Time                           | Days              | Len           | Spots       | Rate                  | Pri           | Rtg        | Type        | Spots | Amount   |
|-------------|-----------|-------------------|-----------------|--|-------|--|-------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|----------|
| E 4         | ESVF      | 10/17/17          | 10/23/17        | Late Show<br>Late Show<br>(Program: LATE SHOW W/STEPHEN COLBERT)May/2017LP               | CM    | 11:30 PM-12:35 AM                        | 22222--           | :30           | 10          | \$10.00               | P-04          | 0.70       | NM          | 10    | \$100.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/17/17          | 10/23/17        | 22222--  |       |  | 10                |               | \$10.00     |                       | 0.70          |            |             |       |          |
| E 5         | ESVF      | 10/17/17          | 10/17/17        | Tuesday Prime Hr 1<br>Tuesday Prime Hr 1<br>(Program: NCIS)May/2017LP                    | CM    | 8:00 PM-9:00 PM<br>(8:00 PM-9:00 PM)     | - 1-----          | :30           | 1           | \$300.00              | P-04          | 6.90       | NM          | 1     | \$300.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | - 1-----   |       |  | 1                 |               | \$300.00    |                       | 6.90          |            |             |       |          |
| E 6         | ESVF      | 10/17/17          | 10/17/17        | Tuesday Prime Hr 2<br>Tuesday Prime Hr 2<br>(Program: BULL)May/2017LP                    | CM    | 9:00 PM-10:00 PM                         | - 1-----          | :30           | 1           | \$200.00              | P-04          | 5.20       | NM          | 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:       |           | 10/16/17          | 10/22/17        | - 1-----   |       |  | 1                 |               | \$200.00    |                       | 5.20          |            |             |       |          |
| E 7         | ESVF      | 10/17/17          | 10/17/17        | Tuesday Prime Hr 3<br>Tuesday Prime Hr 3<br>(Program: NCIS: NEW ORLEANS)May/2017LP       | CM    | 10:00 PM-11:00 PM<br>(10:00 PM-11:00 PM) | - 1-----          | :30           | 1           | \$300.00              | P-04          | 4.10       | NM          | 1     | \$300.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | - 1-----   |       |  | 1                 |               | \$300.00    |                       | 4.10          |            |             |       |          |
| E 8         | ESVF      | 10/17/17          | 10/18/17        | Wednesday Prime Hr 1<br>Wednesday Prime Hr 1<br>(Program: SURVIVOR)May/2017LP            | CM    | 8:00 PM-9:00 PM<br>(8:00 PM-9:00 PM)     | -- 1----          | :30           | 1           | \$150.00              | P-04          | 3.00       | NM          | 1     | \$150.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | -- 1----   |       |  | 1                 |               | \$150.00    |                       | 3.00          |            |             |       |          |
| E 9         | ESVF      | 10/17/17          | 10/18/17        | Wednesday Prime Hr 3<br>Wednesday Prime Hr 3<br>(Program: CRIMINAL MINDS)May/2017LP      | CM    | 10:00 PM-11:00 PM                        | -- 1----          | :30           | 1           | \$275.00              | P-04          | 1.80       | NM          | 1     | \$275.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | -- 1----   |       |  | 1                 |               | \$275.00    |                       | 1.80          |            |             |       |          |
| E 10        | ESVF      | 10/17/17          | 10/20/17        | Friday Prime Hr 1<br>Friday Prime Hr 1<br>(Program: MACGYVER)May/2017LP                  | CM    | 8:00 PM-9:00 PM<br>(8:00 PM-9:00 PM)     | ---- 1--          | :30           | 1           | \$150.00              | P-04          | 3.00       | NM          | 1     | \$150.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | ---- 1--   |       |  | 1                 |               | \$150.00    |                       | 3.00          |            |             |       |          |
| E 11        | ESVF      | 10/17/17          | 10/20/17        | Friday Prime Hr 2<br>Friday Prime Hr 2<br>(Program: HAWAII FIVE-O)May/2017LP             | CM    | 9:00 PM-10:00 PM                         | ---- 1--          | :30           | 1           | \$200.00              | P-04          | 2.00       | NM          | 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:       |           | 10/16/17          | 10/22/17        | ---- 1--   |       |  | 1                 |               | \$200.00    |                       | 2.00          |            |             |       |          |
| E 12        | ESVF      | 10/17/17          | 10/22/17        | CBS Sunday Morning<br>CBS Sunday Morning<br>(Program: CBS NEWS SUNDAY MORNING)May/2017LP | CM    | 9:00 AM-10:30 AM                         | ----- 1           | :30           | 1           | \$25.00               | P-04          | 2.30       | NM          | 1     | \$25.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | ----- 1  |       |  | 1                 |               | \$25.00     |                       | 2.30          |            |             |       |          |
| E 13        | ESVF      | 10/17/17          | 10/22/17        | Face The Nation<br>Face The Nation<br>(Program: FACE THE NATION)May/2017LP               | CM    | 10:30 AM-11:00 AM                        | ----- 1           | :30           | 1           | \$25.00               | P-04          | 1.10       | NM          | 1     | \$25.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | ----- 1  |       |  | 1                 |               | \$25.00     |                       | 1.10          |            |             |       |          |
| E 14        | ESVF      | 10/17/17          | 10/22/17        | Sunday Prime Hr 1<br>Sunday Prime Hr 1<br>(Program: 60 MINUTES)May/2017LP                | CM    | 7:00 PM-8:00 PM<br>(7:00 PM-8:00 PM)     | ----- 1           | :30           | 1           | \$150.00              | P-04          | 9.80       | NM          | 1     | \$300.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |  | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |          |
| Week:       |           | 10/16/17          | 10/22/17        | ----- 1  |       |  | 1                 |               | \$150.00    |                       | 9.80          |            |             |       |          |
| <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           | ESVF      | 10/16/17-10/22/17 |                 | Sunday Prime Hr 1<br>See MG 14.2<br>[Political No Avail]                                 |       | 7:00 PM-8:00 PM                          | ----- Su          | :30           |             | <del>(\$150.00)</del> |               | 9.80       | NM          |       |          |
| 2           | ESVF      | 10/19/17-10/19/17 |                 | Thursday Night Football<br>MG for 14.1 10/22   |       | 825p-1115p                               | --- Th----        | :30           |             | \$300.00              |               | 9.80       | NM          |       |          |

Order / Rev: 674605  
 Alt Order #: WOC10757747  
 Flight Dates: 10/17/17 - 10/23/17

Advertiser: John Adams for VA  
 Product Desc: PADAM  
 Estimate: 5083

ESVF

| Ln    | Ch   | Start             | End             | Inventory Code   | Break             | Start/End Time                         | Days        | Len | Spots         | Rate     | Pri  | Rtg  | Type   | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------------------|--|-------------|-----|---------------|----------|------|------|--------|-------|------------|
| E 15  | ESVF | 10/17/17          | 10/22/17        | Sunday Prime Hr 3<br>Sunday Prime Hr 3<br>(Program: MADAM SECRETARY)May/2017LP | CM                | 9:00 PM-10:00 PM<br>(9:00 PM-10:00 PM) | -----1      | :30 | 1             | \$150.00 | P-04 | 1.60 | NM     | 1     | \$150.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |  | <u>Rate</u> |     | <u>Rating</u> |          |      |      |        |       |            |
| Week: |      | 10/16/17          | 10/22/17        | -----1   | 1                 |  | \$150.00    |     | 1.60          |          |      |      |        |       |            |
| E 16  | ESVF | 10/17/17          | 10/22/17        | Sunday Prime Hr 4<br>Sunday Prime Hr 4<br>(Program: ELEMENTARY)May/2017LP      | CM                | 10:00 PM-11:00 PM                      | PI-----1    | :30 | 1             | \$150.00 | P-04 | 1.70 | NM     | 1     | \$150.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |  | <u>Rate</u> |     | <u>Rating</u> |          |      |      |        |       |            |
| Week: |      | 10/16/17          | 10/22/17        | -----1   | 1                 |  | \$150.00    |     | 1.70          |          |      |      |        |       |            |
|       |      |                   |                 |  |                   |  |             |     |               |          |      |      | Totals | 30    | \$3,085.00 |