

ORDER



WWBT

5710 Midlothian Tpk
Richmond, VA 23225

WWBT

Orders
Order / Rev: 1385452
Alt Order #: 07958090
Product Desc: GECKER 4 SENATE
Estimate:
Flight Dates: 09/29/15 - 10/05/15
Original Date / Rev: 09/28/15 / 09/28/15
Order Type: Political

Primary AE: Mick Nesci
Sales Office: H-DC
Sales Region: National

Agency
Name: Shorr & Associates
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

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

Advertiser
Name: POL/Gecker, Dan/State Senate
Demographic: A35+
Product Codes: PL610
Priority: P 1
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/15	10/05/15	43	\$23,025.00	\$19,571.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	43	\$23,025.00	\$19,571.25	0.00
Totals	43	\$23,025.00	\$19,571.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			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	WWBT	09/29/15	10/05/15	12 News Today 6a 12 News Today 6a	Comm	556a-659a	11111--	:30	5	\$600.00	P 1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/15	10/05/15	11111--			5		\$600.00		0.00				
E 2	WWBT	09/29/15	10/05/15	NET NBC Today Show NBC Today Show	Comm	659a-9a	21122--	:30	8	\$600.00	P 1	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/15	10/05/15	21122--			8		\$600.00		0.00				
E 3	WWBT	09/29/15	10/05/15	SYN M-F 3p-4p Wendy Williams Show	Comm	258-358p M-F	11111--	:30	5	\$125.00	P 1	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/29/15	10/05/15	11111--			5		\$125.00		0.00				
E 4	WWBT	09/30/15	10/05/15	12 News @ 6p 12 News @ 6p	Comm	559p-630p	1-11---	:30	3	\$600.00	P 1	0.00	NM	3	\$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:		09/30/15	10/06/15	1-11---			3		\$600.00		0.00				
E 5	WWBT	09/30/15	10/01/15	Entertainment Tonight Entertainment Tonight	Comm	659p-729p	--11---	:30	2	\$550.00	P 1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/15	10/04/15	--11---			2		\$550.00		0.00				
E 6	WWBT	09/29/15	10/02/15	Inside Edition @ 730p Inside Edition @ 730p	Comm	729p-757p	-1--1--	:30	2	\$550.00	P 1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/15	10/04/15	-1--1--			2		\$550.00		0.00				

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Advertiser: POL/Gecker, Dan/State Senate
 Product Desc: GECKER 4 SENATE
 Estimate:

WWBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WWBT	10/05/15	10/05/15	NET Monday Hour 3 Monday Hour 3	Comm	10p-1059p	1-----	:30	1	\$1,000.00	P 1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/15	10/11/15	1-----		1				\$1,000.00		0.00			
E 8	WWBT	09/30/15	09/30/15	NET Wednesday Hour 2 Wednesday Hour 2	Comm	9p-10p	--1----	:30	1	\$1,200.00	P 1	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:	09/28/15	10/04/15	--1----		1				\$1,200.00		0.00			
E 9	WWBT	09/30/15	09/30/15	NET Wednesday Hour 3 Wednesday Hour 3	Comm	10p-1059p	--1----	:30	1	\$1,200.00	P 1	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:	09/28/15	10/04/15	--1----		1				\$1,200.00		0.00			
E 11	WWBT	09/29/15	10/05/15	Late News M-Sun Late News M-Su	Comm	11p-1135p, Sa 11p	11111--	:30	5	\$600.00	P 1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/29/15	10/05/15	11111--		5				\$600.00		0.00			
E 12	WWBT	09/30/15	10/05/15	NET The Tonight Show The Tonight Show	Comm	1135p-1237a	1-111--	:30	4	\$225.00	P 1	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/30/15	10/06/15	1-111--		4				\$225.00		0.00			
E 13	WWBT	10/04/15	10/04/15	12 News Today Sun @ 7a 12 News Today Sun @7a	Comm	7a-758a	-----1	:30	1	\$200.00	P 1	0.00	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:	09/28/15	10/04/15	-----1		1				\$200.00		0.00			
E 14	WWBT	10/03/15	10/03/15	NET Saturday Night Live Saturday Night Live	Comm	1130p-102a	-----1-	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/28/15	10/04/15	-----1-		1				\$350.00		0.00			
E 15	WWBT	10/04/15	10/04/15	12 News Today Sun 9a 12 News Today Sun 9a	Comm	9a-10a	-----1	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/28/15	10/04/15	-----1		1				\$350.00		0.00			
E 16	WWBT	10/03/15	10/03/15	12 News Today Sat @ 9a 12 News Today @ 9a	Comm	858a-10a	-----1-	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/28/15	10/04/15	-----1-		1				\$350.00		0.00			
E 17	WWBT	10/04/15	10/04/15	NBC Meet The Press 10a Nbc Meet The Press 10a	Comm	959a-11a	-----1	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/28/15	10/04/15	-----1		1				\$350.00		0.00			
N 18	WWBT	09/29/15	09/29/15	NET Tuesday Prime Other NET Tuesday Prime Other 1	Comm	NET Tuesday Prime (7:58 PM-10:00 PM)	-1-----	:30	1	\$1,700.00	P 1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	The Voice	Week:	09/28/15	10/04/15	-1-----	1				\$1,700.00		0.00			
Totals													43	\$23,025.00	