

ORDER



WWBT
5710 Midlothian Tpk
Richmond, VA 23225

Orders
Order / Rev: 1391466
Alt Order #: 07967405
Product Desc: GECKER 4 SENATE
Estimate:
Flight Dates: 10/09/15 - 10/12/15
Original Date / Rev: 10/08/15 / 10/08/15
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	10/12/15	18	\$6,200.00	\$5,270.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	18	\$6,200.00	\$5,270.00	0.00
Totals	18	\$6,200.00	\$5,270.00	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	10/09/15	10/09/15	12 News Today @ 5a 12 News Today @ 5a	Comm	5a-530a	----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: 10/05/15	10/11/15	----1--		1				\$200.00		0.00			
E 2	WWBT	10/12/15	10/12/15	12 News Today @ 5a 12 News Today @ 5a	Comm	5a-530a	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: 10/12/15	10/18/15	1-----		1				\$200.00		0.00			
E 3	WWBT	10/09/15	10/09/15	12 News @ Sunrise 530a 12 News @ Sunrise 530a	Comm	530a-556a	----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: 10/05/15	10/11/15	----1--		1				\$350.00		0.00			
E 4	WWBT	10/12/15	10/12/15	12 News @ Sunrise 530a 12 News @ Sunrise 530a	Comm	530a-556a	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: 10/12/15	10/18/15	1-----		1				\$350.00		0.00			
E 5	WWBT	10/11/15	10/11/15	12 News @ 6p Sat/Sun 12 News @ 6p Sat/Sun	Comm	6p-629p	-----1	:30	1	\$225.00	P 1	0.00	NM	1	\$225.00
		<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				\$225.00		0.00			
E 6	WWBT	10/09/15	10/09/15	12 News 1st @ 4p 12 News 1st @ 4p	Comm	358p-429p	----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: 10/05/15	10/11/15	----1--		1				\$200.00		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	10/12/15	10/12/15	12 News 1st @ 4p 12 News 1st @ 4p	Comm	358p-429p	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: 10/12/15	10/18/15	1-----		1				\$200.00		0.00			
E 8	WWBT	10/09/15	10/09/15	Entertainment Tonight Entertainment Tonight	Comm	659p-729p	----1--	:30	1	\$550.00	P 1	0.00	NM	1	\$550.00
		<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				\$550.00		0.00			
E 9	WWBT	10/12/15	10/12/15	Entertainment Tonight Entertainment Tonight	Comm	659p-729p	1-----	:30	1	\$550.00	P 1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	1-----		1				\$550.00		0.00			
E 10	WWBT	10/09/15	10/09/15	Late News M-Sun Late News M-Su	Comm	11p-1135p, Sa 11p	----1--	:30	1	\$600.00	P 1	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: 10/05/15	10/11/15	----1--		1				\$600.00		0.00			
E 11	WWBT	10/12/15	10/12/15	Late News M-Sun Late News M-Su	Comm	11p-1135p, Sa 11p	1-----	:30	1	\$600.00	P 1	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: 10/12/15	10/18/15	1-----		1				\$600.00		0.00			
E 12	WWBT	10/11/15	10/11/15	NET NBC Sunday Today NBC Sunday Today Show	Comm	758a-859a	-----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: 10/05/15	10/11/15	-----1		1				\$350.00		0.00			
E 13	WWBT	10/10/15	10/10/15	NET NBC Sat Today Show NBC Saturday Today Show (7:00 AM-8:00 AM)	Comm	7a-9a	-----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: 10/05/15	10/11/15	-----1-		1				\$350.00		0.00			
E 14	WWBT	10/10/15	10/10/15	12 News Today Sat @ 6a 12 News Today Sat @ 6a	Comm	6a-7a	-----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: 10/05/15	10/11/15	-----1-		1				\$200.00		0.00			
E 15	WWBT	10/10/15	10/10/15	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: 10/05/15	10/11/15	-----1-		1				\$350.00		0.00			
E 16	WWBT	10/11/15	10/11/15	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: 10/05/15	10/11/15	-----1		1				\$350.00		0.00			
E 17	WWBT	10/10/15	10/10/15	12 News Today Sat @ 9a 12 News Today @ 9a (8:00 AM-9:00 AM)	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: 10/05/15	10/11/15	-----1-		1				\$350.00		0.00			
N 18	WWBT	10/12/15	10/12/15	NET The Tonight Show The Tonight Show	Comm	1135p-1237a	1-----	:30	1	\$225.00	P 1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/15	10/18/15	1-----		1				\$225.00		0.00			
													Totals	18	\$6,200.00