

## ORDER



**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

**WWBT**  
 5710 Midlothian Tpk  
 Richmond, VA 23225

**WWBT**

**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
<b>Totals</b>	<b>18</b>	<b>\$6,200.00</b>	<b>\$5,270.00</b>	<b>0.00</b>

## 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	Comm	5a-530a	----1--	:30	1	\$200.00	P 1	0.00	NM	1	\$200.00
				12 News Today @ 5a											
		<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	Comm	5a-530a	1-----	:30	1	\$200.00	P 1	0.00	NM	1	\$200.00
				12 News Today @ 5a											
		<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	Comm	530a-556a	----1--	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
				12 News @ Sunrise 530a											
		<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	Comm	530a-556a	1-----	:30	1	\$350.00	P 1	0.00	NM	1	\$350.00
				12 News @ Sunrise 530a											
		<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	Comm	6p-629p	-----1	:30	1	\$225.00	P 1	0.00	NM	1	\$225.00
				12 News @ 6p Sat/Sun											
		<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	Comm	358p-429p	----1--	:30	1	\$200.00	P 1	0.00	NM	1	\$200.00
				12 News 1st @ 4p											
		<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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 Alt Order #: 07967405  
 Flight Dates: 10/09/15 - 10/12/15

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	Comm	7a-9a (7:00 AM-8:00 AM)	-----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	Comm	858a-10a (8:00 AM-9:00 AM)	-----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