

ORDER

Orders
Order / Rev: 1400356
Alt Order #: 07994770
Product Desc: GECKER 4 SENATE-ADD
Estimate:
Flight Dates: 10/30/15 - 11/03/15
Original Date / Rev: 10/29/15 / 10/29/15
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
10/26/15	11/03/15	48	\$24,000.00	\$20,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	48	\$24,000.00	\$20,400.00	0.00
Totals	48	\$24,000.00	\$20,400.00	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	10/30/15	10/30/15	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: 10/26/15	11/01/15	----1--		1				\$200.00		0.00			
E 2	WWBT	11/02/15	11/03/15	12 News Today @ 5a	Comm	5a-530a	11-----	:30	2	\$200.00	P 1	0.00	NM	2	\$400.00
				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: 11/02/15	11/08/15	11-----		2				\$200.00		0.00			
E 3	WWBT	10/30/15	10/30/15	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: 10/26/15	11/01/15	----1--		1				\$350.00		0.00			
E 4	WWBT	11/02/15	11/03/15	12 News @ Sunrise 530a	Comm	530a-556a	11-----	:30	2	\$350.00	P 1	0.00	NM	2	\$700.00
				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: 11/02/15	11/08/15	11-----		2				\$350.00		0.00			
E 5	WWBT	10/30/15	10/30/15	12 News Today 6a	Comm	556a-659a	----1--	:30	1	\$600.00	P 1	0.00	NM	1	\$600.00
				12 News Today 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	----1--		1				\$600.00		0.00			
E 6	WWBT	11/02/15	11/03/15	12 News Today 6a	Comm	556a-659a	11-----	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
				12 News Today 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	11-----		2				\$600.00		0.00			

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 Estimate: WWBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WWBT	10/30/15	10/30/15	NET NBC Today Show NBC Today Show	Comm	659a-9a	----2--	:30	2	\$600.00	P 1	0.00	NM	2	\$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: 10/26/15	11/01/15	----2--					2	\$600.00		0.00			
E 8	WWBT	11/02/15	11/03/15	NET NBC Today Show NBC Today Show	Comm	659a-9a	22-----	:30	4	\$600.00	P 1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	22-----					4	\$600.00		0.00			
E 9	WWBT	10/30/15	10/30/15	Live with Kelly Live with Kelly	Comm	10a-11a	----1--	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	----1--					1	\$125.00		0.00			
E 10	WWBT	11/02/15	11/02/15	Live with Kelly Live with Kelly	Comm	10a-11a	1-----	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	1-----					1	\$125.00		0.00			
E 11	WWBT	10/30/15	10/30/15	NBC Today Show III Today Show III	Comm	11a-1159a	----1--	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	----1--					1	\$125.00		0.00			
E 12	WWBT	11/02/15	11/02/15	NBC Today Show III Today Show III	Comm	11a-1159a	1-----	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	1-----					1	\$125.00		0.00			
E 13	WWBT	10/30/15	10/30/15	12 News @ Noon 12 News @ Noon	Comm	1159a-1230p	----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: 10/26/15	11/01/15	----1--					1	\$200.00		0.00			
E 14	WWBT	11/02/15	11/02/15	12 News @ Noon 12 News @ Noon	Comm	1159a-1230p	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: 11/02/15	11/08/15	1-----					1	\$200.00		0.00			
E 15	WWBT	10/30/15	10/30/15	NBC Today Show II NBC Today Show II	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: 10/26/15	11/01/15	----1--					1	\$350.00		0.00			
E 16	WWBT	11/02/15	11/02/15	NBC Today Show II NBC Today Show II	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: 11/02/15	11/08/15	1-----					1	\$350.00		0.00			
E 17	WWBT	10/30/15	10/30/15	Inside Edition @ 430p Inside Edition @ 430p	Comm	429p-458p	----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: 10/26/15	11/01/15	----1--					1	\$225.00		0.00			
E 18	WWBT	11/02/15	11/02/15	Inside Edition @ 430p Inside Edition @ 430p	Comm	429p-458p	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: 11/02/15	11/08/15	1-----					1	\$225.00		0.00			
E 19	WWBT	10/30/15	10/30/15	SYN M-F 3p-4p Wendy Williams Show	Comm	258-358p M-F	----1--	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	----1--					1	\$125.00		0.00			
E 20	WWBT	11/02/15	11/02/15	SYN M-F 3p-4p Wendy Williams Show	Comm	258-358p M-F	1-----	:30	1	\$125.00	P 1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	1-----					1	\$125.00		0.00			
E 21	WWBT	11/02/15	11/02/15	NET Monday Prime Other NET Monday Prime Other 1	Comm	NET Monday 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>			
		Week: 11/02/15	11/08/15	1-----					1	\$1,700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WWBT	11/02/15	11/02/15	NET Monday Prime Other 1 NET Monday Prime Other 1	Comm	NET Monday Prim (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>				
		Week: 11/02/15	11/08/15	1-----		1			\$1,700.00		0.00				
E 22	WWBT	11/01/15	11/01/15	NET NFL Football NFL GAME REG SEASON	Comm	820P-1130P (8:00 PM-11:30 PM)	-----2	:30	2	\$3,000.00	P 1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/15	11/01/15	-----2		2			\$3,000.00		0.00				
E 23	WWBT	10/30/15	10/30/15	NET Friday Hour 3 Friday Hour 3	Comm	10p-1059p	----1--	:30	1	\$1,200.00	P 0	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: 10/26/15	11/01/15	----1--		1			\$1,200.00		0.00				
E 24	WWBT	11/01/15	11/01/15	NET NFL Football Nite/A Football Night in America	Comm	6:59p-8:30p	-----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>				
		Week: 10/26/15	11/01/15	-----1		1			\$1,700.00		0.00				
E 25	WWBT	10/30/15	10/30/15	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: 10/26/15	11/01/15	----1--		1			\$225.00		0.00				
E 26	WWBT	11/02/15	11/02/15	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: 11/02/15	11/08/15	1-----		1			\$225.00		0.00				
E 27	WWBT	11/01/15	11/01/15	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: 10/26/15	11/01/15	-----1		1			\$200.00		0.00				
E 28	WWBT	11/01/15	11/01/15	12 News Today Sun @ 6a 12 News Today Sun @ 6a	Comm	6a-7a	-----2	:30	2	\$125.00	P 1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/15	11/01/15	-----2		2			\$125.00		0.00				
E 29	WWBT	11/01/15	11/01/15	NET NBC Sunday Today NBC Sunday Today Show	Comm	758a-859a	-----2	:30	2	\$350.00	P 1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/15	11/01/15	-----2		2			\$350.00		0.00				
E 30	WWBT	10/31/15	10/31/15	NET NBC Sat Today Show NBC Saturday Today Show	Comm	7a-9a (7:00 AM-8:00 AM)	-----2-	:30	2	\$350.00	P 1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/15	11/01/15	-----2-		2			\$350.00		0.00				
E 31	WWBT	10/31/15	10/31/15	12 News Today Sat @ 6a 12 News Today Sat @ 6a	Comm	6a-7a	-----2-	:30	2	\$200.00	P 1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/15	11/01/15	-----2-		2			\$200.00		0.00				
E 32	WWBT	11/01/15	11/01/15	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: 10/26/15	11/01/15	-----1		1			\$350.00		0.00				
E 33	WWBT	10/31/15	10/31/15	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: 10/26/15	11/01/15	-----1-		1			\$350.00		0.00				
N 35	WWBT	11/02/15	11/02/15	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: 11/02/15	11/08/15	1-----		1			\$225.00		0.00				

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N 36	WWBT	11/02/15	11/02/15	NET Late Night Late Night w/ Seth Meyers	Comm	1237a-137a	1-----	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/02/15	11/08/15	1-----		1		\$75.00		0.00					
N 37	WWBT	11/02/15	11/03/15	12 News @ Sunrise 530a 12 News @ Sunrise 530a	Comm	530a-556a	MT-----	: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:	11/02/15	11/08/15	MT-----		1		\$350.00		0.00					
													Totals	48	\$24,000.00