

# ORDER



WWBT  
5710 Midlothian Tpk  
Richmond, VA 23225

**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

**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
<b>Totals</b>	<b>48</b>	<b>\$24,000.00</b>	<b>\$20,400.00</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	10/30/15	10/30/15	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: 10/26/15	11/01/15	----1--		1				\$200.00		0.00			
E 2	WWBT	11/02/15	11/03/15	12 News Today @ 5a 12 News Today @ 5a	Comm	5a-530a	11-----	: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: 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 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: 10/26/15	11/01/15	----1--		1				\$350.00		0.00			
E 4	WWBT	11/02/15	11/03/15	12 News @ Sunrise 530a 12 News @ Sunrise 530a	Comm	530a-556a	11-----	: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: 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 12 News Today 6a	Comm	556a-659a	----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: 10/26/15	11/01/15	----1--		1				\$600.00		0.00			
E 6	WWBT	11/02/15	11/03/15	12 News Today 6a 12 News Today 6a	Comm	556a-659a	11-----	: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: 11/02/15	11/08/15	11-----		2				\$600.00		0.00			

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 Flight Dates: 10/30/15 - 11/03/15

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

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

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
		Dateline													
		<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
		Saturday Today airs 7a-8a due to NBC Sports													
		<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
		12 News airs 8a-9a due to NBC Sports													
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N36	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			
N37	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