

ORDER



Orders
Order / Rev: 1372048
Alt Order #: 07906355
Product Desc: GECKER 4 SENATE
Estimate:
Flight Dates: 09/10/15 - 09/16/15
Original Date / Rev: 09/09/15 / 09/09/15
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:
 100 North 20th Street, Suite 201
 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 2
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
08/31/15	09/16/15	28	\$14,225.00	\$12,091.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	28	\$14,225.00	\$12,091.25	0.00
Totals	28	\$14,225.00	\$12,091.25	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
15	WWBT	09/10/15	09/10/15	NET NFL Football	Comm	820P-1130P	---1---	:30	1	\$2,500.00	P 2	0.00	NM	1	\$2,500.00
				NFL GAME REG SEASON		(8:30 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$2,500.00		0.00			
N 23	WWBT	09/10/15	09/11/15	12 News Today 6a	Comm	556a-659a	---TF--	: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: 09/07/15	09/13/15	---TF--		1				\$600.00		0.00			
N 24	WWBT	09/15/15	09/16/15	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: 09/14/15	09/20/15	-11----		2				\$600.00		0.00			
N 25	WWBT	09/10/15	09/11/15	NET NBC Today Show	Comm	659a-9a	---11--	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---11--		2				\$600.00		0.00			
N 26	WWBT	09/14/15	09/16/15	NET NBC Today Show	Comm	659a-9a	MTW----	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/15	09/20/15	MTW----		2				\$600.00		0.00			
N 27	WWBT	09/14/15	09/16/15	SYN M-F 3p-4p	Comm	258-358p M-F	1-1----	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
				Wendy Williams Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/15	09/20/15	1-1----		2				\$75.00		0.00			

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 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
N 28	WWBT	09/10/15	09/10/15	12 News @ 6p 12 News @ 6p	Comm	559p-630p	---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: 09/07/15	09/13/15	---1---					1	\$600.00		0.00			
N 29	WWBT	09/14/15	09/16/15	12 News @ 6p 12 News @ 6p	Comm	559p-630p	M-W----	: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: 09/14/15	09/20/15	M-W----					1	\$600.00		0.00			
N 30	WWBT	09/11/15	09/11/15	12 News @ 5p 12 News @ 5p	Comm	458p-529p	----1--	:30	1	\$450.00	P 1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	----1--					1	\$450.00		0.00			
N 31	WWBT	09/10/15	09/11/15	Entertainment Tonight Entertainment Tonight	Comm	659p-729p	---11--	:30	2	\$375.00	P 2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---11--					2	\$375.00		0.00			
N 32	WWBT	09/16/15	09/16/15	Entertainment Tonight Entertainment Tonight	Comm	659p-729p	--1----	:30	1	\$375.00	P 2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/15	09/20/15	--1----					1	\$375.00		0.00			
N 33	WWBT	09/11/15	09/11/15	Inside Edition @ 730p Inside Edition @ 730p	Comm	729p-757p	----1--	:30	1	\$375.00	P 2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	----1--					1	\$375.00		0.00			
N 34	WWBT	09/14/15	09/16/15	Inside Edition @ 730p Inside Edition @ 730p	Comm	729p-757p	MTW----	:30	2	\$375.00	P 2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/15	09/20/15	MTW----					2	\$375.00		0.00			
N 35	WWBT	09/11/15	09/11/15	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: 09/07/15	09/13/15	----1--					1	\$225.00		0.00			
N 36	WWBT	09/14/15	09/15/15	NET The Tonight Show The Tonight Show	Comm	1135p-1237a	11-----	:30	2	\$225.00	P 1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/15	09/20/15	11-----					2	\$225.00		0.00			
N 37	WWBT	09/11/15	09/12/15	Late News M-Sun Late News M-Su	Comm	11p-1135p, Sa 11p	----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: 09/07/15	09/13/15	----11-					2	\$600.00		0.00			
N 38	WWBT	09/14/15	09/16/15	Late News M-Sun Late News M-Su	Comm	11p-1135p, Sa 11p	1-1----	: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: 09/14/15	09/20/15	1-1----					2	\$600.00		0.00			
N 39	WWBT	09/13/15	09/13/15	12 News Today Sun 9a 12 News Today Sun 9a	Comm	9a-10a	-----1	:30	1	\$200.00	P 2	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: 09/07/15	09/13/15	-----1					1	\$200.00		0.00			
N 40	WWBT	09/12/15	09/12/15	NET Saturday Night Live Saturday Night Live	Comm	1130p-102a	-----1-	:30	1	\$200.00	P 2	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: 09/07/15	09/13/15	-----1-					1	\$200.00		0.00			
													Totals	28	\$14,225.00