

# ORDER



WWBT  
5710 Midlothian Tpk  
Richmond, VA 23225

**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

**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
<b>Totals</b>	<b>28</b>	<b>\$14,225.00</b>	<b>\$12,091.25</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
15	WWBT	09/10/15	09/10/15	NET NFL Football NFL GAME REG SEASON	Comm	820P-1130P (8:30 PM-11:30 PM)	---1---	:30	1	\$2,500.00	P 2	0.00	NM	1	\$2,500.00
		<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				\$2,500.00		0.00			
N 23	WWBT	09/10/15	09/11/15	12 News Today 6a 12 News Today 6a	Comm	556a-659a	---TF--	: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	---TF--		1				\$600.00		0.00			
N 24	WWBT	09/15/15	09/16/15	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: 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 NBC Today Show	Comm	659a-9a	---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 26	WWBT	09/14/15	09/16/15	NET NBC Today Show NBC Today Show	Comm	659a-9a	MTW----	: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	MTW----		2				\$600.00		0.00			
N 27	WWBT	09/14/15	09/16/15	SYN M-F 3p-4p Wendy Williams Show	Comm	258-358p M-F	1-1----	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<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				\$75.00		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
N28	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			
N29	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			
N30	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			
N31	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			
N32	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			
N33	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			
N34	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			
N35	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			
N36	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			
N37	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			
N38	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			
N39	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			
N40	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