

ORDER



Orders
Order / Rev: 228493
Alt Order #: 07318371
Product Desc: PAUL RYAN FOR CONGRE
Estimate: 1990
Flight Dates: 10/14/14 - 10/20/14
Original Date / Rev: 08/18/14 / 08/20/14
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Crossroads Media LLC
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/P Ryan/R/Con/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

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
09/29/14	10/20/14	38	\$23,250.00	\$19,762.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	38	\$23,250.00	\$19,762.50	0.00
Totals	38	\$23,250.00	\$19,762.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	20%	\$23,250.00
Market	100%	\$116,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$2,325.00
WCGV	0%	\$0.00
WISN	25%	\$29,062.50
WITI	28%	\$32,550.00
WMLW-	2%	\$2,325.00
WPXE	0%	\$0.00
WTMJ	23%	\$26,737.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/17/14	10/17/14	M-F Late News M-F Late News	CM	10p-1035p	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/13/14	10/19/14	----1--		1		\$800.00		0.00					
E 2	WDJT	10/17/14	10/17/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$270.00	P-2	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/13/14	10/19/14	----1--		1		\$270.00		0.00					

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Advertiser: Poli/P Ryan/R/Con/WI
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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/17/14	10/17/14	News at Noon News at Noon	CM	12p-1230p	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	----1--		1			\$150.00			0.00			
E 4	WDJT	10/17/14	10/17/14	M-F 5pm News M-F 5pm News	CM	5p-530p	----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: 10/13/14	10/19/14	----1--		1			\$200.00			0.00			
E 5	WDJT	10/17/14	10/17/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$700.00	P-2	0.00	NM	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: 10/13/14	10/19/14	----1--		1			\$700.00			0.00			
E 6	WDJT	10/17/14	10/17/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	----1--		1			\$80.00			0.00			
E 7	WDJT	10/20/14	10/20/14	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----		1			\$800.00			0.00			
E 8	WDJT	10/20/14	10/20/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$270.00	P-2	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----		1			\$270.00			0.00			
E 9	WDJT	10/20/14	10/20/14	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----		1			\$150.00			0.00			
E 10	WDJT	10/20/14	10/20/14	M-F 5pm News M-F 5pm News	CM	5p-530p	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: 10/20/14	10/26/14	1-----		1			\$200.00			0.00			
E 11	WDJT	10/20/14	10/20/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$600.00	P-2	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: 10/20/14	10/26/14	1-----		1			\$600.00			0.00			
E 12	WDJT	10/20/14	10/20/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	1-----		1			\$80.00			0.00			
E 13	WDJT	10/18/14	10/18/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1-		1			\$300.00			0.00			
E 14	WDJT	10/19/14	10/19/14	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1			\$800.00			0.00			
E 15	WDJT	10/19/14	10/19/14	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1			\$2,000.00			0.00			
E 16	WDJT	10/19/14	10/19/14	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Regular	-----1	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1			\$3,600.00			0.00			

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 Estimate: 1990

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/19/14	10/19/14	NFL Late Game Regular Season NFL Late Game Regular Season	SPRT	NFL Late Game R	-----1	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----1		1				\$3,600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WDJT	10/13/14-10/19/14	NFL Late Game Regular Season		NFL Late Game R	-----Su	:30		(\$3,600.00)		0.00	NM		
		See MG 16.2 [no late game currently scheduled]													
	2	WDJT	10/14/14-10/14/14	Tu 7p - 8p		Tu 7p - 8p	-T-----	:30		\$3,600.00		0.00	NM		
		Ⓜ MG for 16.1 10/19													
E 17	WDJT	10/19/14	10/19/14	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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: 10/13/14	10/19/14	-----1		1				\$2,400.00		0.00			
E 18	WDJT	10/19/14	10/19/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$600.00	P-2	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: 10/13/14	10/19/14	-----1		1				\$600.00		0.00			
E 19	WDJT	10/19/14	10/19/14	Face the Nation Face the Nation	CM	930a-1030a	-----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: 10/13/14	10/19/14	-----1		1				\$200.00		0.00			
E 20	WDJT	10/16/14	10/16/14	M-F Late News M-F Late News	CM	10p-1035p	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---1---		1				\$800.00		0.00			
E 21	WDJT	10/16/14	10/16/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---1---	:30	1	\$270.00	P-2	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---1---		1				\$270.00		0.00			
E 22	WDJT	10/16/14	10/16/14	News at Noon News at Noon	CM	12p-1230p	---1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---1---		1				\$150.00		0.00			
E 23	WDJT	10/16/14	10/16/14	M-F 5pm News M-F 5pm News	CM	5p-530p	---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: 10/13/14	10/19/14	---1---		1				\$200.00		0.00			
E 24	WDJT	10/16/14	10/16/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$600.00	P-2	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: 10/13/14	10/19/14	---1---		1				\$600.00		0.00			
E 25	WDJT	10/16/14	10/16/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	---1---	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---1---		1				\$80.00		0.00			
E 26	WDJT	10/16/14	10/16/14	NFL Thursday Prime NFL Thursday Prime	SPRT	NFL Thursday Prin	---1---	:30	1	\$2,650.00	P-2	0.00	NM	1	\$2,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	---1---		1				\$2,650.00		0.00			
E 27	WDJT	10/14/14	10/14/14	M-F Late News M-F Late News	CM	10p-1035p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1				\$800.00		0.00			
E 28	WDJT	10/14/14	10/14/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-1-----	:30	1	\$270.00	P-2	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1				\$270.00		0.00			
E 29	WDJT	10/14/14	10/14/14		CM	12p-1230p	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00

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				News at Noon											
				News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	-1-----	1		\$150.00		0.00						
E 30	WDJT	10/14/14	10/14/14	M-F 5pm News	CM	5p-530p	-1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	-1-----	1		\$200.00		0.00						
E 31	WDJT	10/14/14	10/14/14	Jeopardy 6p-630p	CM	M-F 6p-630p	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				6p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	-1-----	1		\$600.00		0.00						
E 32	WDJT	10/14/14	10/14/14	CBS Mrning Nws M-F 7-9a	CM	7a-9a	-1-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	-1-----	1		\$80.00		0.00						
E 33	WDJT	10/15/14	10/15/14	M-F Late News	CM	10p-1035p	--1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$800.00		0.00						
E 34	WDJT	10/15/14	10/15/14	Price Is Right 10a-11a	CM	10a - 11a	--1----	:30	1	\$270.00	P-2	0.00	NM	1	\$270.00
				Price is Right 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$270.00		0.00						
E 35	WDJT	10/15/14	10/15/14	News at Noon	CM	12p-1230p	--1----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$150.00		0.00						
E 36	WDJT	10/15/14	10/15/14	M-F 5pm News	CM	5p-530p	--1----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$200.00		0.00						
E 37	WDJT	10/15/14	10/15/14	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				630p-7p/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$700.00		0.00						
E 38	WDJT	10/15/14	10/15/14	CBS Mrning Nws M-F 7-9a	CM	7a-9a	--1----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/13/14	10/19/14	--1----	1		\$80.00		0.00						
													Totals	38	\$23,250.00