

ORDER

WDBJ7

Orders
Order / Rev: 31223
Alt Order #: 07197676
Product Desc: WARNER FOR SENATE
Estimate: 2822
Flight Dates: 09/09/14 - 09/15/14
Original Date / Rev: 09/08/14 / 09/08/14
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: WILL HILDEBRANDT
Sales Office: Poli
Sales Region: Pol

Agency
Name: GREER MARGOLIS MITCHELL
Buying Contact:
Billing Contact:
 GREER MARGOLIS MITCHELL
 WASHINGTON, DC 20007

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

Advertiser
Name: Poli/M Warner/D/Sen/VA
Demographic: A35+
Product Codes: PL3
Priority: IP
Revenue Codes: AGY, POL HRP, POL CAND

New Business Thru:
Order Separation: 00:04:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/15/14	26	\$6,205.00	\$5,274.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	26	\$6,205.00	\$5,274.25	0.00
Totals	26	\$6,205.00	\$5,274.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WILL HILDEBRANDT			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDBJ Television Inc.	50%	\$6,205.00
Market	100%	\$12,410.00

Competitive Share

Competitive Share	Share	Total
CABLE	1%	\$124.10
CW	0%	\$0.00
MyNet	0%	\$0.00
MYTV	1%	\$124.10
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	8%	\$992.80
WPXR	0%	\$0.00
WSET	15%	\$1,861.50
WSLS	25%	\$3,102.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDBJ7	09/09/14	09/12/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-TW-F--	:30	1	\$325.00	P1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-TW-F--		1				\$325.00		0.00			
N 2	WDBJ7	09/09/14	09/12/14	M-F 1135P-1235A LATE SHOW WITH DAVID LETT (11:35 PM-12:35 XM)	CM	M-F 1135P-1235A	-TW-F--	:30	1	\$115.00	P1	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Poli/M Warner/D/Sen/VA
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WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDBJ7	09/09/14	09/12/14	M-F 1135P-1235A LATE SHOW WITH DAVID LET	CM	M-F 1135P-1235A (11:35 PM-12:35 XM)	-TW-F--	:30	1	\$115.00	P1	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$115.00		0.00				
N 3	WDBJ7	09/09/14	09/12/14	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TW-F--	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$175.00		0.00				
N 5	WDBJ7	09/09/14	09/12/14	M-F 1235-135A Late Late Show With Craig Ferg	CM	M-F 1235-135A (12:35 XM-1:35 XM)	-TW-F--	:30	1	\$15.00	IP	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$15.00		0.00				
N 6	WDBJ7	09/09/14	09/12/14	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	-TW-F--	:30	1	\$195.00	P1	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$195.00		0.00				
N 7	WDBJ7	09/09/14	09/12/14	M-F 2P-3P M-F 2-3P	CM	M-F 2-3P	-TW-F--	:30	1	\$110.00	P1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$110.00		0.00				
N 8	WDBJ7	09/09/14	09/12/14	M-F 3P-4P M-F 3P-4P	CM	M-F 3P-4P	-TW-F--	:30	1	\$110.00	P1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$110.00		0.00				
N 9	WDBJ7	09/09/14	09/12/14	M-F 4-5P ELLEN	CM	M-F 4-5P	-TW-F--	:30	1	\$90.00	IP	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$90.00		0.00				
N 12	WDBJ7	09/09/14	09/12/14	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-TW-F--	:30	1	\$475.00	P1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$475.00		0.00				
N 13	WDBJ7	09/09/14	09/12/14	M-F 6-7A MORNIN'	CM	M-F 6-7A	-TW-F--	:30	1	\$195.00	P1	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$195.00		0.00				
N 15	WDBJ7	09/09/14	09/12/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TW-F--	:30	1	\$150.00	P1	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: 09/08/14	09/14/14	-TW-F--		1			\$150.00		0.00				
N 17	WDBJ7	09/09/14	09/12/14	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	-TW-F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-TW-F--		1			\$100.00		0.00				
18	WDBJ7	09/12/14	09/12/14	FRI HOUR 2 HAWAII FIVE-0	CM	FRI 9-10P	----1--	:30	1	\$325.00	P1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	----1--		1			\$325.00		0.00				
19	WDBJ7	09/13/14	09/13/14	SA 11-1135P NEWS 7 AT 11 SATURDAY	CM	SA 11-1135P	-----1-	:30	1	\$140.00	OC	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-----1-		1			\$140.00		0.00				
20	WDBJ7	09/13/14	09/13/14	SAT 1135P-1235A 1135P-1235X	CM	1135P-1235X	-----1-	:30	1	\$40.00	OC	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/14	09/14/14	-----1-		1			\$40.00		0.00				
21	WDBJ7	09/13/14	09/13/14	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----1-	:30	1	\$165.00	P1	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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Advertiser: Poli/M Warner/D/Sen/VA
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 Estimate: 2822

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WDBJ7	09/13/14	09/13/14	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----1-	:30	1	\$165.00	P1	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-		1				\$165.00		0.00			
22	WDBJ7	09/13/14	09/13/14	SAT HOUR 2 Crimetime Saturday	CM	SAT 9-10P (9:00 PM-10:00 PM)	-----1-	:30	1	\$45.00	OC	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-		1				\$45.00		0.00			
23	WDBJ7	09/13/14	09/13/14	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----1-	:30	1	\$115.00	P1	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-		1				\$115.00		0.00			
N 24	WDBJ7	09/14/14	09/14/14	NFL GAME 1 NFL GAME 1	CM	SUN 1-4P (1:00 PM-4:00 PM)	-----2	:30	2	\$875.00	IP	0.00	NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----2		2				\$875.00		0.00			
25	WDBJ7	09/14/14	09/14/14	SU 11-1135P NEWS 7 AT 11 SUNDAY	CM	SUN 11P-1135P	-----1	:30	1	\$140.00	OC	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1		1				\$140.00		0.00			
26	WDBJ7	09/14/14	09/14/14	NFL GAME 2 NFL GAME 2	CM	SUN 4-7P (4:30 PM-7:30 PM)	-----1	:30	1	\$670.00	IP	0.00	NM	1	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1		1				\$670.00		0.00			
28	WDBJ7	09/14/14	09/14/14	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----1	:30	1	\$210.00	P1	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1		1				\$210.00		0.00			
33	WDBJ7	09/15/14	09/15/14	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	1-----	:30	1	\$325.00	P1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	1-----		1				\$325.00		0.00			
35	WDBJ7	09/15/14	09/15/14	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	1-----	:30	1	\$150.00	P1	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: 09/15/14	09/21/14	1-----		1				\$150.00		0.00			
N 36	WDBJ7	09/12/14	09/12/14	M-F 10-11A /MILLIONAIRE	CM	M-F 10-11A	----F--	:30	1	\$75.00	P1	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: 09/08/14	09/14/14	----F--		1				\$75.00		0.00			
													Totals	26	\$6,205.00

REP HEADLINE# 7197676
\$\$\$ MOD# 3: APPROVED REV #0 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION SEP8/14 12.14
*** WDBJ-TV ***

ADV # ADV. NAME POLI/M WARNER/D/SEN/VA

REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

BUYER NAME MIKE FURMAN

3050 K ST NW,

SALES PRSN WA- MATTHEW NORTEN (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 7197676

CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#2822 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP9/14 SEP15/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP8/14 12.14

CON CM FRIENDS OF MARK WARNER

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$6,205.00
TOTAL SPOTS 26

ADV # _____ ADV. NAME POLI/M WARNER/D/SEN/VA REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MATTHEW NORTEN (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 7197676 CLASS: NATL. LOCAL REGIONAL

PRDCT WARNER FOR SENATE EST#2822 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP9/14 SEP15/14 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP8/14 11.55

REP: 9/8 REV
 REV LINES 1-17 TO READ TU-W,F ONLY (NO SPOTS CAN AIR ON 9/11)
 ADDED 1X TO LINE 24
 CANCELED LINE 29
 ADDED LINE 36
 TTL SAME
 PLEASE CONFIRM
 THANKS! KIM FOR MATT

CON CM FRIENDS OF MARK WARNER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1												

AGENCY ADVERTISER CODE = 198 AGENCY EST# = 2822
 AGENCY PRODUCT CODE = 213

1			Y 1100P-1135P	30		\$325.00	9/9	9/12	1		TU-W,F	1
PROGRAM : WDBJ7 AT ELEVEN												
CON COM1: WDBJ7 AT ELEVEN												
2			Y 1135P-1235A	30		\$115.00	9/9	9/12	1		TU-W,F	1
PROGRAM : DAVID LETTERMAN												
CON COM1: DAVID LETTERMAN												

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP8/14 11.55
CHANGES *** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3		Y	1100A-1200N	30		\$175.00	9/9	9/12	1		TU-W,F	1
PROGRAM : THE PRICE IS RIGHT												
CON COM1 : THE PRICE IS RIGHT												
4		Y	1230P-130P	30		\$230.00	9/9	9/12	0		TU-W,F	0
PROGRAM : YOUNG & RESTLESS												
CON COM1 : YOUNG & RESTLESS												
5		Y	1235A-135A	30		\$15.00	9/9	9/12	1		TU-W,F	1
PROGRAM : CRAIG FERGUSON												
CON COM1 : CRAIG FERGUSON												
6		Y	1200N-1230P	30		\$195.00	9/9	9/12	1		TU-W,F	1
PROGRAM : WDBJ7 AT NOON												
CON COM1 : WDBJ7 AT NOON												
7		Y	200P-300P	30		\$110.00	9/9	9/12	1		TU-W,F	1
PROGRAM : THE TALK												
CON COM1 : THE TALK												
8		Y	300P-400P	30		\$110.00	9/9	9/12	1		TU-W,F	1
PROGRAM : LET'S MAKE A DEAL												
CON COM1 : LET'S MAKE A DEAL												
9		Y	400P-500P	30		\$90.00	9/9	9/12	1		TU-W,F	1
PROGRAM : ELLEN												
CON COM1 : ELLEN												
10		Y	500P-530P	30		\$310.00	9/9	9/12	0		TU-W,F	0
PROGRAM : WDBJ7 AT FIVE												
CON COM1 : WDBJ7 AT FIVE												
11		Y	530P-600P	30		\$310.00	9/9	9/12	0		TU-W,F	0
PROGRAM : ANDY GRIFFITH												
CON COM1 : ANDY GRIFFITH												

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP8/14 11.55
CHANGES *** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12		Y	600P-630P PROGRAM : WDBJ7 AT SIX CON COM1: WDBJ7 AT SIX	30		\$475.00	9/9	9/12	1		TU-W,F	1
13		Y	600A-700A PROGRAM : WDBJ7 MORNIN' CON COM1: WDBJ7 MORNIN'	30		\$195.00	9/9	9/12	1		TU-W,F	1
14		Y	700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1: WHEEL OF FORTUNE	30		\$500.00	9/9	9/12	0		TU-W,F	0
15		Y	700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$150.00	9/9	9/12	1		TU-W,F	1
16		Y	730P-800P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30		\$525.00	9/9	9/12	0		TU-W,F	0
17		Y	900A-1000A PROGRAM : LIVE! WITH KELLY & MICHAEL CON COM1: LIVE! WITH KELLY & MICHAEL	30		\$100.00	9/9	9/12	1		TU-W,F	1
24		S	100P-400P PROGRAM : NFL - JAGUARS @ REDSKINS 9/14 CON COM1: NFL - JAGUARS @ REDSKINS 9/14	30		\$875.00	9/14	9/14	2		SUN	2
29		S	800P-1100P PROGRAM : CBS PRIME FB - STEELERS @ RAVENS 9 CON COM1: CBS PRIME FB - STEELERS @ RAVENS 9	30		\$950.00	9/11	9/11	0		THU	0
36		A	1000A-1100A PROGRAM : MILLIONAIRE CON COM1: MILLIONAIRE	30		\$75.00	9/12	9/12	1		FRI	1

REP HEADLINE# 7197676
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP8/14 11.55
*** WDBJ-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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SEP/14 \$6,205.00

CONTRACT TOTAL \$6,205.00
TOTAL SPOTS 26

MARKET TOTALS \$12,410 WDBJ 50% WSET 15% WSLS 25% WFXR 8% CABL 1% WPKR 0% WDRL 0%

WBVA 0% EDBJ 1%

SHARES ACCURATE

SVC- NSI BOOKS- SEP/PJ
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE