

ORDER



Orders
Order / Rev: 401208
Alt Order #:
Product Desc: Limestone Co Comm, Dist 4
Estimate:
Flight Dates: 10/31/16 - 11/08/16
Original Date / Rev: 10/28/16 / 10/28/16
Order Type: GENERAL

WHNT-TV

Primary AE: Local WHNT House
Sales Office: LOCAL
Sales Region: Local

Agency
Name: WT&S Consulting
Buying Contact: John Wahl
Billing Contact:
 8971 Lentzville Road
 Athens, AL 35614

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

Advertiser
Name: Harrison B/R/Limestone Co Comm Dis
Demographic: A25-54
Product Codes: PL1.b.ii
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

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
10/31/16	11/08/16	53	\$6,465.00	\$5,495.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	53	\$6,465.00	\$5,495.25	0.00
Totals	53	\$6,465.00	\$5,495.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local WHNT House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHNT-TV	40%	\$6,465.00
Market	100%	\$16,162.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$9,697.50
WAAY	0%	\$0.00
WAFF	0%	\$0.00
WAMY	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WZDX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	19	10/31/16	11/08/16	M-F 4a-430a News 4a	CM	4a-430a	MTWTF--	:30	5	\$10.00	03	0.00	NM	7	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--			5		\$10.00			0.00			
		Week: 11/07/16	11/13/16	MT-----			2		\$10.00			0.00			
2	19	10/31/16	11/08/16	M-F 430a-5a News 430a	CM	430a-5a	MTWTF--	:30	5	\$10.00	03	0.00	NM	7	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--			5		\$10.00			0.00			

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WHNT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	19	10/31/16	11/08/16	M-F 430a-5a News 430a	CM	430a-5a	MTWTF--	:30	5	\$10.00	03	0.00	NM	7	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----			2		\$10.00			0.00			
3	19	10/31/16	11/08/16	M-F 5a-530a News 5a	CM	5a-530a	MT-T---	:30	3	\$75.00	03	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	MT-T---			3		\$75.00			0.00			
Week:		11/07/16	11/13/16	MT-----			2		\$75.00			0.00			
4	19	10/31/16	11/08/16	M-F 530a-6a News 530a	CM	530a-6a	MTW-F--	:30	3	\$100.00	03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	M-W-F--			3		\$100.00			0.00			
Week:		11/07/16	11/13/16	MT-----			2		\$100.00			0.00			
5	19	10/31/16	11/08/16	M-F 6a-7a News 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MT-T---	:30	2	\$200.00	03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-T---			2		\$200.00			0.00			
Week:		11/07/16	11/13/16	MT-----			2		\$200.00			0.00			
6	19	11/02/16	11/07/16	M-F 6a-7a News 60a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-W-F--	:30	2	\$200.00	03	0.00	NM	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:		10/31/16	11/06/16	--W-F--			2		\$200.00			0.00			
Week:		11/07/16	11/13/16	M-----			1		\$200.00			0.00			
7	19	10/31/16	11/07/16	M-F 12p-1230p Noon News	CM	12p-1230p	MTWTF--	:30	5	\$75.00	03	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	MTWTF--			5		\$75.00			0.00			
Week:		11/07/16	11/13/16	M-----			1		\$75.00			0.00			
8	19	11/02/16	11/07/16	M-F 4p-5p EN News 4p	CM	4p-5p	M-W-F--	:30	2	\$100.00	03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	--W-F--			2		\$100.00			0.00			
Week:		11/07/16	11/13/16	M-----			1		\$100.00			0.00			
9	19	11/01/16	11/07/16	M-F 5p-530p News 5p	CM	5p-530p	MT-T---	:30	2	\$250.00	03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-T---			2		\$250.00			0.00			
Week:		11/07/16	11/13/16	M-----			1		\$250.00			0.00			
10	19	11/01/16	11/07/16	M-F 6p-630p News 6p	CM	6p-630p	MT-T---	:30	2	\$250.00	03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-T---			2		\$250.00			0.00			
Week:		11/07/16	11/13/16	M-----			1		\$250.00			0.00			
11	19	11/07/16	11/07/16	M-F 630p-7p News 630p	CM	630p-7p	M-----	:30	1	\$200.00	03	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:		11/07/16	11/13/16	M-----			1		\$200.00			0.00			
12	19	11/07/16	11/07/16	M-F 10p-1035p News 10p	CM	10p-1035p	M-----	:30	1	\$450.00	03	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:		11/07/16	11/13/16	M-----			1		\$450.00			0.00			
13	19	11/05/16	11/05/16	Sa 630p-7p News 630p	CM	6-7p	-----S-	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S-			1		\$250.00			0.00			
14	19	11/05/16	11/05/16	Sa 10p-1035p News Sat 10p	CM	10p-1035p	-----S-	:30	1	\$200.00	03	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:		10/31/16	11/06/16	-----S-			1		\$200.00			0.00			

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N15	19	11/06/16	11/06/16	Su 530p-6p News Sun 530p	CM	530p-6p	-----S	:30	1	\$100.00	03	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/16	11/06/16	-----S	1		\$100.00		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	19	10/31/16-11/06/16		Su 530p-6p	530p-6p		-----Su	:30		(\$100.00)		0.00	NM		
Credited [Mg by line 18]															
16	19	11/06/16	11/06/16	Sunday Prime Hour 1 60 Minutes	CM	6:30 PM-7:30 PM (6:30 PM-7:30 PM)	-----S	:30	1	\$300.00	03	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:		10/31/16	11/06/16	-----S	1		\$300.00		0.00						
17	19	11/06/16	11/06/16	Late Run News Late Run News Sun 1030p	CM	10:30 PM-11:05 PM (10:30 PM-11:05 PM)	-----S	:30	1	\$300.00	03	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:		10/31/16	11/06/16	-----S	1		\$300.00		0.00						
18	19	11/07/16	11/07/16	M-F 7a-8a CBS This Morning 7a	CM	7a-8a	M-----	:30	1	\$100.00	03	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:		11/07/16	11/13/16	M-----	1		\$100.00		0.00						
													Totals	53	\$6,465.00