

ORDER

WDBJ7

Orders
Order / Rev: 40726
Alt Order #:
Product Desc: PRIORITIES USA ACTION-TV
Estimate: 4550
Flight Dates: 08/09/16 - 08/15/16
Original Date / Rev: 04/07/16 / 04/11/16
Order Type: GENERAL

WDBJ Television Inc.

Primary AE: Brian Boush
Sales Office: Poli
Sales Region: Pol

Agency Name: TARGETED PLATFORM MEDIA
Buying Contact:
Billing Contact:
 1291 HOLLYWOOD DR.
 ANNAPOLIS, VA 21403

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

Advertiser Name: ISS / PRIORITIES USA ACTION
Demographic: A35+
Product Codes: PL1
Priority: ISSUE
Revenue Codes: AGY, POL NON HRP, POL ISS

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/15/16	25	\$22,510.00	\$19,133.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	25	\$22,510.00	\$19,133.50	155.30
Totals	25	\$22,510.00	\$19,133.50	155.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian Boush			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDBJ Television Inc.	50%	\$22,510.00
Market	100%	\$45,020.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CW	2%	\$900.40
MyNet	0%	\$0.00
MYTV	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	16%	\$7,203.20
WPXR	0%	\$0.00
WSET	22%	\$9,904.40
WSLS	10%	\$4,502.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDBJ7	08/09/16	08/12/16	M-F 6-7A MORNIN'	CM	M-F 6-7A	-TWTF--	:30	3	\$675.00	ISSU	5.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/08/16	08/14/16	-TWTF--		3		\$675.00		5.00					
N 2	WDBJ7	08/09/16	08/12/16	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$610.00	ISSU	3.50	NM	2	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 40726
 Alt Order #:
 Flight Dates: 08/09/16 - 08/15/16

Advertiser: ISS / PRIORITIES USA ACTION
 Product Desc: PRIORITIES USA ACTION-TV
 Estimate: 4550

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	08/09/16	08/12/16	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$610.00	ISSU	3.50	NM	2	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					2	\$610.00		3.50			
N 3	WDBJ7	08/09/16	08/12/16	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	-TWTF--	:30	1	\$330.00	ISSU	2.30	NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					1	\$330.00		2.30			
N 4	WDBJ7	08/09/16	08/12/16	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TWTF--	:30	2	\$525.00	ISSU	4.70	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					2	\$525.00		4.70			
N 5	WDBJ7	08/09/16	08/15/16	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MTWTF--	:30	5	\$570.00	ISSU	7.60	NM	5	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					4	\$570.00		7.60			
		Week: 08/15/16	08/21/16	M-----					1	\$570.00		7.60			
N 6	WDBJ7	08/09/16	08/15/16	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	MTWTF--	:30	5	\$1,120.00	ISSU	7.30	NM	5	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					4	\$1,120.00		7.30			
		Week: 08/15/16	08/21/16	M-----					1	\$1,120.00		7.30			
N 7	WDBJ7	08/09/16	08/12/16	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-TWTF--	:30	2	\$1,425.00	ISSU	10.20	NM	2	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					2	\$1,425.00		10.20			
N 8	WDBJ7	08/09/16	08/12/16	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	-TWTF--	:30	1	\$1,410.00	ISSU	10.50	NM	1	\$1,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					1	\$1,410.00		10.50			
N 9	WDBJ7	08/09/16	08/12/16	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-TWTF--	:30	3	\$1,125.00	ISSU	5.40	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-TWTF--					3	\$1,125.00		5.40			
N 10	WDBJ7	08/12/16	08/12/16	FRI HOUR 3 BLUE BLOODS	CM	FRI 10-11P	----F--	:30	1	\$1,800.00	ISSU	0.00	NM	1	\$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: 08/08/16	08/14/16	----F--					1	\$1,800.00		0.00			
Totals														25	\$22,510.00

46126

Washington

760 - TV

4550 - 8/9-8/15

08/09/2016
08/15/2016

Flight Start:	08/09/2016
Flight End:	08/15/2016
Hiatus:	

Airtime Dollars:	\$22,510.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00

Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$22,510.00

Total Dollars:	\$22,510.00
Total Spots:	25

MarketShare:

Separation: 30

	Total				
	Spots	Rtg	CPP	Imp	CPM
	3				
	2				
	1				
	2				
	5				
	5				
	2				

Agency:

Targeted Platform Media

Client:

750 - Priorities USA Action

Flight Start:

08/09/2016

Station:

WDBJ-TV

Product:

760 - TV

Flight End:

08/15/2016

Order ID:

4938914

Estimate:

4550 - 8/9-8/15

Received in ePort:

4/6/2016 12:47:57 PM

Line	Daypart	DPT	Rate	C/T	Len	8/9	Total
No	(Program)	Code					Spots
8	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$1,410.00	C	30	1	1
Jul-2015LP (pav)							
9	TuWThFM 11P- 11:35P WDBU7 AT 11:00	LN	\$1,125.00	C	30	3	3
Jul-2015LP (pav)							
10	F 10P-11P BLUE BLOODS	PT	\$1,800.00	C	30	1	1
Jul-2015LP (pav)							
Total Spots:						25	
Cash\$ - Spots: \$22,510.00 - 25 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$22,510.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00							