

ORDER



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 |

New Order

46726

Agency: Targeted Platform Media
Office: Washington
Client: 750 - Priorities USA Action
Product: 760 - TV

Station: WDBJ-TV
Order Type: Normal
Cancel Date:

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

Estimate: 4550 - 8/9-8/15
Received in ePort: 4/6/2016 12:47:57 PM

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00

Local/National: Local
Rep Office: WDBJ-TV
AE: Brian Boush
Phone:
OrderID: 4938914
Status: New

Airtime Dollars: \$22,510.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$22,510.00
Total Spots: 25

Comments: Separation: 30

MarketShare:

Weekly Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 8/9 | Total Spots | Rtg | CPP | Imp | CPM |
|---------|--|----------|------------|-----|-----|-----|-------------|-----|-----|-----|-----|
| 1 | TuWThFM 6A-7A WDBJ7 MORNIN' | EM | \$675.00 | C | 30 | 3 | 3 | | | | |
| 2 | TuWThFM 7A-9A CBS THIS MORNING | EM | \$610.00 | C | 30 | 2 | 2 | | | | |
| 3 | TuWThFM 9A-10A LIVE! WITH KELLY & amp; MICHAEL | DT | \$330.00 | C | 30 | 1 | 1 | | | | |
| 4 | TuWThFM 11A-12P THE PRICE IS RIGHT | DT | \$525.00 | C | 30 | 2 | 2 | | | | |
| 5 | TuWThFM 12P- 12:30P WDBJ7 AT NOON | DT | \$570.00 | C | 30 | 5 | 5 | | | | |
| 6 | TuWThFM 5:30P-6P ANDY GRIFFITH | EF | \$1,120.00 | C | 30 | 5 | 5 | | | | |
| 7 | TuWThFM 6P-6:30P WDBJ7 AT 6:00 | EN | \$1,425.00 | C | 30 | 2 | 2 | | | | |

New Order (Page 30)

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 No | Daypart (Program) | DPT Code | Rate | C/T | Len | 8/9 | Total Spots | Rtg | CPP | Imp | CPM | |
|---------------------|--------------------------------------|----------|------------|-----|-----|-----|-------------|-----|-----|-----|-----|--|
| 8 | TUWTHFM 7P-7:30P WHEEL OF FORTUNE | PA | \$1,410.00 | C | 30 | 1 | 1 | | | | | |
| Jul-2015LP (pav) | | | | | | | | | | | | |
| 9 | TUWTHFM 11P-11:35P WDBJ7 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