

ORDER



Orders
Order / Rev: 1684830
Alt Order #:
Product Desc: 10/1-11/6 DAVENPORT FOR MAYOR 2018
Estimate:
Flight Dates: 10/01/18 - 11/06/18
Original Date / Rev: 09/27/18 / 09/27/18
Order Type: REG

WVBT Norfolk

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Dave Iwans & Associates
Buying Contact:
Billing Contact:
 223 East City Hall Avenue
 Norfolk, VA 23510

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

Advertiser Name: POL/Ben Davenport/Virginia Beach Mayor
Demographic: A25-54
Product Codes: PL20
Priority: P4
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID: SP8838
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/06/18	65	\$7,675.00	\$6,523.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	65	\$7,675.00	\$6,523.75	0.00
Totals	65	\$7,675.00	\$6,523.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT Norfolk	15%	\$7,675.00
Market	100%	\$51,166.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	85%	\$43,491.67
WAVY	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	0%	\$0.00
WTVZ	0%	\$0.00
WVEC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	10/29/18	11/06/18	WAVY News10 on 43 @CM	7-9a		MTWTF--	:30	4	\$55.00	P4	0.00	NM	8	\$440.00
				WAVY News 10 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/18	11/04/18	MTWTF--	4	\$55.00	0.00								
		Week: 11/05/18	11/11/18	MT-----	4	\$55.00	0.00								

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 Estimate: WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$55.00		0.00			
Week: 11/05/18		11/05/18	11/11/18	MT-----		4				\$55.00		0.00			
2	WVBT	10/29/18	11/04/18	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$20.00	P4	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		3				\$20.00		0.00			
3	WVBT	10/29/18	11/04/18	M-F 6-7p M-F 6-7p	CM	6-7p	MTWTF--	:30	4	\$60.00	P4	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$60.00		0.00			
4	WVBT	10/29/18	11/05/18	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p	MTWTF--	:30	3	\$70.00	P4	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		3				\$70.00		0.00			
Week: 11/05/18		11/05/18	11/11/18	M-----		1				\$70.00		0.00			
5	WVBT	10/29/18	11/05/18	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	3	\$90.00	P4	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		3				\$90.00		0.00			
Week: 11/05/18		11/05/18	11/11/18	M-----		1				\$90.00		0.00			
6	WVBT	10/29/18	11/04/18	M-F 10-1044p WAVY News @ 10 on FOX43	CM	10-1045p	MTWTF--	:30	3	\$175.00	P4	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		3				\$175.00		0.00			
N 7	WVBT	10/29/18	11/04/18	FOX College FB Prime FOX College FB Prime	CM	FOX College FB P	-----S-	:30	1	\$325.00	P4	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: 10/29/18		10/29/18	11/04/18	-----S-		1				\$325.00		0.00			
8	WVBT	10/29/18	11/04/18	FOX News Sunday Fox News Sunday	CM	Fox News Sunday	-----S	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	-----S		1				\$30.00		0.00			
N 9	WVBT	10/29/18	11/04/18	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$25.00	P3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$25.00		0.00			
N 10	WVBT	10/29/18	11/04/18	M-F 12-1p M-F 12-1p	CM	12-1p	MTWTF--	:30	4	\$25.00	P3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$25.00		0.00			
N 11	WVBT	10/29/18	11/04/18	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$25.00	P3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$25.00		0.00			
N 12	WVBT	10/29/18	11/04/18	Hampton Roads Show Hampton Roads Show	CM	2-3p	MTWTF--	:30	4	\$25.00	P3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$25.00		0.00			
N 13	WVBT	10/29/18	11/04/18	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	4	\$25.00	P3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$25.00		0.00			
N 14	WVBT	10/29/18	11/04/18	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	:30	4	\$60.00	P3	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$60.00		0.00			
N 15	WVBT	10/29/18	11/04/18	M-F 5-6p M-F 5-6p	CM	5-6p	MTWTF--	:30	4	\$60.00	P3	0.00	NM	4	\$240.00

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 Estimate:

WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4				\$60.00		0.00			
N16	WVBT	10/29/18	11/04/18	M-F 11p-12a M-F 11p-12a	CM	M-F 11p-12a	MTW-F--	:30	4	\$65.00	P3	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTW-F--		4				\$65.00		0.00			
N17	WVBT	10/29/18	11/04/18	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	M-----		1				\$550.00		0.00			
N18	WVBT	10/29/18	11/04/18	Tue Hour 1 Tue 8-9p	CM	8-9p	-T-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	-T-----		1				\$550.00		0.00			
N19	WVBT	10/29/18	11/04/18	Empire Empire	CM	Empire	--W----	:30	1	\$2,500.00	P3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	--W----		1				\$2,500.00		0.00			
N20	WVBT	10/29/18	11/04/18	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	----F--		1				\$550.00		0.00			
N21	WVBT	10/29/18	11/04/18	M-F 12-1p M-F 12-1p	CM	12-1p	MTWTF--	:30	1	\$25.00	P3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		1				\$25.00		0.00			
													Totals	65	\$7,675.00