

ORDER**WSMV**

Orders
Order / Rev: 955779
Alt Order #:
Product Desc: June 18-20
Estimate: 5185
Flight Dates: 06/18/19 - 06/20/19
Original Date / Rev: 06/14/19 / 06/14/19
Order Type: GENERAL

Primary AE: House-WSMV Local
Sales Office: WSMV
Sales Region: Local

Agency
Name: Screen Strategies Media LLC
Buying Contact:
Billing Contact:
 11150 Fairfax Boulevard, Suite 505
 Fairfax, VA 20120

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

Advertiser
Name: John Cooper For Nashville
Demographic: A35+
Product Codes: Political-Candidates
Revenue Code 1: POL
Revenue Code 2: PLC
Revenue Code 3: POL LPL
Priority: IMP

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/27/19	06/20/19	24	\$9,390.00	\$7,981.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2019	24	\$9,390.00	\$7,981.50	0.00
Totals	24	\$9,390.00	\$7,981.50	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSMV	06/19/19	06/19/19	M-F News 4 Today @ 5 CM		M-F 5a-6a	--W----	:30	1	\$50.00	IMP	0.00	NM	1	\$50.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	--W----		1				\$50.00		0.00			
N 2	WSMV	06/18/19	06/18/19	M-F News 4 Today @ 6 CM		6a-630a	-T-----	:30	1	\$290.00	PMT	0.00	NM	1	\$290.00
				Ch. 4 News Today 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	-T-----		1				\$290.00		0.00			
N 3	WSMV	06/18/19	06/20/19	M-F News 4 Today @ 6 CM		6a-630a	-TWT---	:30	3	\$290.00	PMT	0.00	NM	3	\$870.00
				Ch. 4 News Today 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	-TWT---		3				\$290.00		0.00			
N 4	WSMV	06/18/19	06/20/19	Today Show 1	CM	658-9AM	-TWT---	:30	3	\$350.00	PMT	0.00	NM	3	\$1,050.00
				Today Show 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	-TWT---		3				\$350.00		0.00			
N 5	WSMV	06/20/19	06/20/19	M-F 9a-10	CM	9-10am	---T---	:30	1	\$100.00	IMP	0.00	NM	1	\$100.00
				Megyn Kelly Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/17/19	06/23/19	---T---		1				\$100.00		0.00			
N 6	WSMV	06/19/19	06/19/19		CM	M-F 12p-1230p	--W----	:30	1	\$100.00	IMP	0.00	NM	1	\$100.00

Order / Rev: 955779
 Alt Order #:
 Flight Dates: 06/18/19 - 06/20/19

Advertiser: John Cooper For Nashville
 Product Desc: June 18-20
 Estimate: 5185
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Ch 4 News @ Noon															
Ch 4 News @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	--W----		1			\$100.00			0.00			
N 7	WSMV	06/18/19	06/20/19	M-F Channel 4 News @ 4M		4-430pm	-T-T---	:30	2	\$80.00	IMP	0.00	NM	2	\$160.00
CH 4 News @ 4pm (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	-T-T---		2			\$80.00			0.00			
N 8	WSMV	06/18/19	06/20/19	M-F Channel 4 News @ 4M		430p-5p	-TW----	:30	2	\$80.00	IMP	0.00	NM	2	\$160.00
CH 4 News @ 4pm (4:30 PM-5:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	-TW----		2			\$80.00			0.00			
N 9	WSMV	06/18/19	06/20/19	M-F Channel 4 News @ 5M		5-530pm	--WT---	:30	2	\$270.00	PMT	0.00	NM	2	\$540.00
Ch. 4 News at 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	--WT---		2			\$270.00			0.00			
N 10	WSMV	06/18/19	06/20/19	M-F 6-630pm	CM	6-630pm	-T-T---	:30	2	\$400.00	PMT	0.00	NM	2	\$800.00
CH. 4 NEWS @ 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	-T-T---		2			\$400.00			0.00			
N 11	WSMV	06/18/19	06/20/19	M-F 630-7pm	CM	629-7pm	--WT---	:30	2	\$360.00	PMT	0.00	NM	2	\$720.00
CH. 4 NEWS @ 6:30pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	--WT---		2			\$360.00			0.00			
N 12	WSMV	06/18/19	06/18/19	Amer Got Talent 1st TUE	CM	AGT Tu 705-9p	-T-----	:30	1	\$3,300.00	PMT	0.00	NM	1	\$3,300.00
AGT 1st Run TUE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	-T-----		1			\$3,300.00			0.00			
N 13	WSMV	06/18/19	06/20/19	M-F Late News	CM	10P-1035P	--WT---	:30	2	\$550.00	PMT	0.00	NM	2	\$1,100.00
M-F 10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	--WT---		2			\$550.00			0.00			
N 14	WSMV	06/18/19	06/18/19	The Tonight Show	CM	1035-1137PM	-T-----	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
Tonight Show 1035-1137pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/17/19	06/23/19	-T-----		1			\$150.00			0.00			
													Totals	24	\$9,390.00

John Cooper for Nashville



Station	WSMV-TV	Buyer	Rachael Jones
Market	Nashville	Email	rachael@screenstrategies.com
Flight Dates	6/18/2019 - 6/20/2019 Revised (Est. 5185)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Tue 6/18	Wed 6/19	Thu 6/20	Total
WSMV 5a News 5:00 AM - 6:00 AM	EM	M-F 30	\$50.00 \$50.00		1		1
WSMV 6a News 6:00 AM - 6:30 AM	EM	M-F 30	\$290.00 \$290.00	1			1
Sold Out: Lowest Rate to Clear per WSMV							
WSMV 6:30a News 6:30 AM - 7:00 AM	EM	M-F 30	\$290.00 \$870.00	1	1	1	3
Sold Out: Lowest Rate to Clear per WSMV							
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$350.00 \$1,050.00	1	1	1	3
Sold Out: Lowest Rate to Clear per WSMV							
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$100.00 \$100.00			1	1
WSMV Noon News 12:00 PM - 12:30 PM	DT	M-F 30	\$100.00 \$100.00		1		1
WSMV 4p News 4:00 PM - 4:30 PM	EN	M-F 30	\$80.00 \$160.00	1		1	2
WSMV 4:30p News 4:30 PM - 5:00 PM	EN	M-F 30	\$80.00 \$160.00	1	1		2
WSMV 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$270.00 \$540.00		1	1	2
Sold Out: Lowest Rate to Clear per WSMV							
WSMV 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$400.00 \$800.00	1		1	2
Sold Out: Lowest Rate to Clear per WSMV							

John Cooper for Nashville



Station	WSMV-TV	Buyer	Rachael Jones	
Market	Nashville	Email	rachael@screenstrategies.com	
Flight Dates	6/18/2019 - 6/20/2019 Revised (Est. 5185)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Tue 6/18	Wed 6/19	Thu 6/20	Total
WSMV 6:30p News 6:30 PM - 7:00 PM	EN	M-F 30	\$360.00 \$720.00		1	1	2
Sold Out: Lowest Rate to Clear per WSMV							
America's Talent 7:00 PM - 9:00 PM	PT	Tu 30	\$3,300.00 \$3,300.00	1			1
Sold Out: Lowest Rate to Clear Per WSMV							
WSMV 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$550.00 \$1,100.00		1	1	2
Sold Out: Lowest Rate to Clear per WSMV							
Jimmy Fallon 10:35 PM - 11:35 PM	LF	M-F 30	\$150.00 \$150.00	1			1
Station Totals							
			\$9,390.00	8	8	8	24