

ORDER



WSMV

| | | | |
|-------------------|-----------------------------|------------------------------------|-------------------------------------|
| Orders | Order / Rev: | 967898 | |
| | Alt Order #: | | |
| | Product Desc: | Aug 16-Aug 22 | |
| | Estimate: | 5248 | |
| | Flight Dates: | 08/16/19 - 08/22/19 | Primary AE: House-WSMV Local |
| | Original Date / Rev: | 08/15/19 / 08/15/19 | Sales Office: WSMV |
| | Order Type: | GENERAL | Sales Region: Local |
| Agency | Name: | Screen Strategies Media LLC | |
| | Buying Contact: | | Billing Type: Cash |
| | Billing Contact: | | Billing Calendar: Broadcast |
| | | 11150 Fairfax Boulevard, Suite 505 | Billing Cycle: EOM/EOC |
| | | Fairfax, VA 20120 | Agency Commission: 15% |
| Advertiser | Name: | John Cooper For Nashville | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | Political-Candidates | Advertiser External ID: |
| | Revenue Code 1: | POL | Agency External ID: |
| | Revenue Code 2: | PLC | Unit Code: General |
| | Revenue Code 3: | POL LPL | Order Separation: 00:05:00 |
| | Priority: | PMT | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/29/19 | 08/22/19 | 22 | \$7,290.00 | \$6,196.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2019 | 22 | \$7,290.00 | \$6,196.50 | 0.00 |
| Totals | 22 | \$7,290.00 | \$6,196.50 | 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 | 08/20/19 | 08/22/19 | M-F News 4 Today @ 6 CM | | 6a-630a | -T-T--- | :30 | 2 | \$290.00 | PMT | 0.00 | NM | 2 | \$580.00 |
| | | | | 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: 08/19/19 | 08/25/19 | -T-T--- | | 2 | | | | \$290.00 | | 0.00 | | | |
| N 2 | WSMV | 08/19/19 | 08/22/19 | M-F News 4 Today @ 6 CM | | 630a-7a | M-WT--- | :30 | 3 | \$290.00 | PMT | 0.00 | NM | 3 | \$870.00 |
| | | | | Ch. 4 News Today 6-7am | | (6:30 AM-7:00 AM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/19/19 | 08/25/19 | M-WT--- | | 3 | | | | \$290.00 | | 0.00 | | | |
| N 3 | WSMV | 08/16/19 | 08/22/19 | Today Show 1 | CM | 658-9AM | MT-TF-- | :30 | 3 | \$350.00 | PMT | 0.00 | NM | 4 | \$1,400.00 |
| | | | | 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: 08/12/19 | 08/18/19 | ----F-- | | 1 | | | | \$350.00 | | 0.00 | | | |
| | | Week: 08/19/19 | 08/25/19 | MT-T--- | | 3 | | | | \$350.00 | | 0.00 | | | |
| N 4 | WSMV | 08/21/19 | 08/21/19 | M-F 9a-10 | CM | 9-10am | --W---- | :30 | 1 | \$200.00 | PMT | 0.00 | NM | 1 | \$200.00 |
| | | | | Today Third Hour | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/19/19 | 08/25/19 | --W---- | | 1 | | | | \$200.00 | | 0.00 | | | |
| N 5 | WSMV | 08/16/19 | 08/16/19 | Ch 4 News @ Noon | CM | M-F 12p-1230p | ----F-- | :30 | 1 | \$200.00 | PMT | 0.00 | NM | 1 | \$200.00 |
| | | | | 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: 08/12/19 | 08/18/19 | ----F-- | | 1 | | | | \$200.00 | | 0.00 | | | |

Order / Rev: 967898
 Alt Order #:
 Flight Dates: 08/16/19 - 08/22/19

Advertiser: John Cooper For Nashville
 Product Desc: Aug 16-Aug 22
 Estimate: 5248

WSMV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|--------------------|---------|-----|-------------------|-------------|-----|---------------|------|------------|------------|
| N 6 | WSMV | 08/20/19 | 08/22/19 | M-F Channel 4 News @ 5M Ch. 4 News at 5 | CM | 5-530pm | -T-T--- | :30 | 2 | \$270.00 | PMT | 0.00 | NM | 2 | \$540.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/19/19 | 08/25/19 | -T-T--- | | | | | 2 | \$270.00 | | 0.00 | | | |
| N 7 | WSMV | 08/19/19 | 08/21/19 | M-F 6-630pm CH. 4 NEWS @ 6 | CM | 6-630pm | M-W---- | :30 | 2 | \$400.00 | PMT | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/19/19 | 08/25/19 | M-W---- | | | | | 2 | \$400.00 | | 0.00 | | | |
| N 9 | WSMV | 08/16/19 | 08/16/19 | Dateline Dateline | CM | Dateline Fri 9-10p | ----F-- | :30 | 1 | \$500.00 | IMP | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/12/19 | 08/18/19 | ----F-- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 10 | WSMV | 08/19/19 | 08/22/19 | M-F Late News M-F 10P NEWS | CM | 10P-1035P | MT-T--- | :30 | 3 | \$550.00 | PMT | 0.00 | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/19/19 | 08/25/19 | MT-T--- | | | | | 3 | \$550.00 | | 0.00 | | | |
| N 11 | WSMV | 08/17/19 | 08/17/19 | Sa Late News Sa Late News | CM | Sat 10-1030p | -----S- | :30 | 1 | \$230.00 | IMP | 0.00 | NM | 1 | \$230.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/12/19 | 08/18/19 | -----S- | | | | | 1 | \$230.00 | | 0.00 | | | |
| N 12 | WSMV | 08/16/19 | 08/16/19 | The Tonight Show Tonight Show 1035-1137pm | CM | 1035-1137PM | ----F-- | :30 | 1 | \$280.00 | PMT | 0.00 | NM | 1 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/12/19 | 08/18/19 | ----F-- | | | | | 1 | \$280.00 | | 0.00 | | | |
| N 13 | WSMV | 08/21/19 | 08/21/19 | Late Night Late Night | CM | 1136P-1236XM | --W---- | :30 | 1 | \$40.00 | IMP | 0.00 | NM | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/19/19 | 08/25/19 | --W---- | | | | | 1 | \$40.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 22 | \$7,290.00 | |



John Cooper for Nashville

Station WSMV-TV
Market Nashville
Flight Dates 8/16/2019 - 8/22/2019 Revised (Est. 5248)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

| Program Name | DP | Days Length | Rate | Fri 8/16 | Sat 8/17 | Sun 8/18 | Mon 8/19 | Tue 8/20 | Wed 8/21 | Thu 8/22 | Total |
|--|----|-------------|------------------------|----------|----------|----------|----------|----------|----------|----------|-------|
| 1 WSMV 6a News 6:00 AM - 6:30 AM | EM | M-F 30 | \$290.00 \$580.00 | 1 | | | | 1 | | | 2 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| 2 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 | | | | | | | | | | | |
| 3 Today Show 7:00 AM - 9:00 AM | EM | M-F 30 | \$350.00 \$1,400.00 | 1 | | | 1 | 1 | | 1 | 4 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| 4 Today II 9:00 AM - 10:00 AM | DT | M-F 30 | \$200.00 \$200.00 | | | | | | 1 | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| WSMV Noon News 12:00 PM - 12:30 PM | DT | M-F 30 | \$200.00 \$200.00 | 1 | | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| 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 | | | | | | | | | | | |
| Dateline 9:00 PM - 10:00 PM | PT | F 30 | \$500.00 \$500.00 | 1 | | | | | | | 1 |
| | | | | | | | | | | | |
| WSMV 10p News 10:00 PM - 10:35 PM | LN | M-F 30 | \$550.00 \$1,650.00 | | | | 1 | 1 | | 1 | 3 |
| Sold Out: Lowest Rate to Clear per WSMV | | | | | | | | | | | |
| Saturday 10p News 10:00 PM - 10:30 PM | LN | Sa 30 | \$230.00 \$230.00 | | 1 | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |

John Cooper for Nashville



Station WSMV-TV
Market Nashville
Flight Dates 8/16/2019 - 8/22/2019 Revised (Est. 5248)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

| Program Name | DP | Days Length | Rate | Fri 8/16 | Sat 8/17 | Sun 8/18 | Mon 8/19 | Tue 8/20 | Wed 8/21 | Thu 8/22 | Total |
|---|----|-------------|----------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Jimmy Fallon 10:35 PM - 11:35 PM | LF | M-F 30 | \$280.00 \$280.00 | 1 | | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Seth Meyers 11:35 PM - 12:35 AM | LF | M-F 30 | \$40.00 \$40.00 | | | | | | 1 | | 1 |
| Station Totals | | | \$7,290.00 | 5 | 1 | 0 | 4 | 4 | 4 | 4 | 22 |

#967898



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Station WSMV-TV

Market Nashville

Flight Dates 8/16/2019 - 8/22/2019 (Est. 5248)

Buyer Rachael Jones

Email rachael@screenstrategies.com

Phone 703-272-7300

| Program Name | DP | Days Length | Rate | Fri 8/16 | Sat 8/17 | Sun 8/18 | Mon 8/19 | Tue 8/20 | Wed 8/21 | Thu 8/22 | Total |
|---|----|-------------|------------------------|----------|----------|----------|----------|----------|----------|----------|-------|
| WSMV 6a News 6:00 AM - 6:30 AM | EM | M-F 30 | \$290.00 \$580.00 | | | | | 1 | | 1 | 2 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| WSMV 6:30a News 6:30 AM - 7:00 AM | EM | M-F 30 | \$290.00 \$580.00 | | | | 1 | | 1 | | 2 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Today Show 7:00 AM - 9:00 AM | EM | M-F 30 | \$350.00 \$1,400.00 | 1 | | | 1 | 1 | | 1 | 4 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Today II 9:00 AM - 10:00 AM | DT | M-F 30 | \$200.00 \$200.00 | | | | | | 1 | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| WSMV Noon News 12:00 PM - 12:30 PM | DT | M-F 30 | \$200.00 \$200.00 | 1 | | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| 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 \$400.00 | | | | 1 | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| America's Talent 7:00 PM - 8:00 PM | PT | W 30 | \$500.00 \$500.00 | | | | | | 1 | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Dateline 9:00 PM - 10:00 PM | PT | F 30 | \$500.00 \$500.00 | 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 \$1,650.00 | | | | 1 | 1 | | 1 | 3 |
| Sold Out: Lowest Rate to Clear per WSMV | | | | | | | | | | | |

John Cooper for Nashville



Station WSMV-TV

Market Nashville

Flight Dates 8/16/2019 - 8/22/2019 (Est. 5248)

Buyer Rachael Jones

Email rachael@screenstrategies.com

Phone 703-272-7300

| Program Name | DP | Days Length | Rate | Fri 8/16 | Sat 8/17 | Sun 8/18 | Mon 8/19 | Tue 8/20 | Wed 8/21 | Thu 8/22 | Total |
|--|----|-------------|-----------------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Saturday 10p News 10:00 PM - 10:30 PM | LN | Sa 30 | \$230.00 \$230.00 | | 1 | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Jimmy Fallon 10:35 PM - 11:35 PM | LF | M-F 30 | \$280.00 \$280.00 | 1 | | | | | | | 1 |
| Sold Out: Lowest Rate to Clear Per WSMV | | | | | | | | | | | |
| Seth Meyers 11:35 PM - 12:35 AM | LF | M-F 30 | \$40.00 \$40.00 | | | | | | 1 | | 1 |
| Station Totals | | | \$7,100.00 | 4 | 1 | 0 | 4 | 4 | 4 | 4 | 21 |