

ORDER

WDBJ7

Orders
Order / Rev: 38188
Alt Order #:
Product Desc: DON CALDWELL 21 SENTATE DISTRI
Estimate:
Flight Dates: 10/26/15 - 11/03/15
Original Date / Rev: 10/26/15 / 10/26/15
Order Type: GENERAL

WDBJ Television Inc.

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

Agency Name: DON CALDWELL
Buying Contact:
Billing Contact:
 3780 CHESTERTON ST. SW
 ROANOKE, VA 24018

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

Advertiser Name: POLI / D CALDWELL/II/SEN/VA
Demographic: A35+
Product Codes: PL3
Priority: IP
Revenue Codes: AGY, POL NON HRP, POL CAND

New Business Thru:
Order Separation: 00:04:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/15	11/03/15	104	\$29,440.00	\$25,024.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	104	\$29,440.00	\$25,024.00	0.00
Totals	104	\$29,440.00	\$25,024.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian Boush			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
1	WDBJ7	10/26/15	10/30/15	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	MTWTF--	:30	10	\$55.00	IP	0.00	NM	10	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/26/15	11/01/15	MTWTF--		10			\$55.00			0.00			
2	WDBJ7	11/02/15	11/03/15	M-F 5-6A 5-6 Mornin'	CM	5-6 MORNIN'	MT-----	:30	4	\$55.00	IP	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/02/15	11/08/15	MT-----		4			\$55.00			0.00			
3	WDBJ7	10/26/15	10/30/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MTWTF--	:30	10	\$205.00	P1	0.00	NM	10	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/26/15	11/01/15	MTWTF--		10			\$205.00			0.00			
4	WDBJ7	11/02/15	11/03/15	M-F 6-7A MORNIN'	CM	M-F 6-7A	MT-----	:30	4	\$205.00	P1	0.00	NM	4	\$820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/02/15	11/08/15	MT-----		4			\$205.00			0.00			
5	WDBJ7	10/26/15	10/30/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	MTWTF--	:30	10	\$140.00	P1	0.00	NM	10	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/26/15	11/01/15	MTWTF--		10			\$140.00			0.00			
6	WDBJ7	11/02/15	11/03/15	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	MT-----	:30	4	\$140.00	P1	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/02/15	11/08/15	MT-----		4			\$140.00			0.00			

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Advertiser: POLI / D CALDWELL/I/SEN/VA
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Estimate:
WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WDBJ7	10/26/15	10/30/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MTWTF--	:30	10	\$150.00	P1	0.00	NM	10	\$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: 10/26/15	11/01/15	MTWTF--					10	\$150.00		0.00			
8	WDBJ7	11/02/15	11/03/15	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MT-----	:30	4	\$150.00	P1	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	MT-----					4	\$150.00		0.00			
9	WDBJ7	10/26/15	10/30/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	MTWTF--	:30	10	\$360.00	P1	0.00	NM	10	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$360.00		0.00			
10	WDBJ7	11/02/15	11/02/15	M-F 5-530P NEWS 7 AT 5	CM	M-F 5-530P	M-----	:30	2	\$360.00	P1	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	M-----					2	\$360.00		0.00			
11	WDBJ7	10/26/15	10/30/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	MTWTF--	:30	10	\$595.00	P1	0.00	NM	10	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$595.00		0.00			
12	WDBJ7	11/02/15	11/02/15	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	M-----	:30	2	\$595.00	P1	0.00	NM	2	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/15	11/08/15	M-----					2	\$595.00		0.00			
13	WDBJ7	10/26/15	10/30/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	MTWTF--	:30	10	\$525.00	P1	0.00	NM	10	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$525.00		0.00			
14	WDBJ7	11/02/15	11/02/15	M-F 7-8P WHEEL OF FORTUNE/JEOPAI	CM	M-F 7-8P	M-----	:30	2	\$525.00	P1	0.00	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: 11/02/15	11/08/15	M-----					2	\$525.00		0.00			
15	WDBJ7	10/31/15	10/31/15	SAT 8-9A NEWS 7 SAT MORNING	CM	8-9A SAT	-----S-	:30	2	\$130.00	P1	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-----S-					2	\$130.00		0.00			
16	WDBJ7	10/31/15	10/31/15	SAT 9-11A SATURDAY EARLY SHOW	CM	9A-11A SA	-----S-	:30	2	\$125.00	P1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-----S-					2	\$125.00		0.00			
17	WDBJ7	11/01/15	11/01/15	SUN 8-9A NEWS 7 SUNDAY MORNING	CM	8-9A	-----S	:30	2	\$185.00	P1	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-----S					2	\$185.00		0.00			
18	WDBJ7	11/01/15	11/01/15	SUN 9-1030A CBS News Sunday Morning	CM	SU 9-1030A	-----S	:30	2	\$190.00	P1	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-----S					2	\$190.00		0.00			
19	WDBJ7	11/01/15	11/01/15	NFL GAME 1 NFL GAME 1	CM	SUN 1-4P	-----S	:30	2	\$835.00	P1	0.00	NM	2	\$1,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-----S					2	\$835.00		0.00			
N20	WDBJ7	11/02/15	11/02/15	MON HOUR 2 SCORPION	CM	MON 9-10P	M-----	:30	1	\$550.00	P1	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: 11/02/15	11/08/15	M-----					1	\$550.00		0.00			
N21	WDBJ7	11/02/15	11/02/15	MON HOUR 3 NCIS: LOS ANGELES	CM	MON 10-11P	M-----	:30	1	\$500.00	P1	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: 11/02/15	11/08/15	M-----					1	\$500.00		0.00			

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 Estimate:

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	WDBJ7	11/02/15	11/02/15	MON HOUR 3	CM	MON 10-11P	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
NCIS: LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/02/15		11/02/15	11/08/15	M-----	1		\$500.00		0.00						
													Totals	104	\$29,440.00