

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: 10/19/15 / 11/02/15
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//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	105	\$29,440.00	\$25,024.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	105	\$29,440.00	\$25,024.00	0.00
Totals	105	\$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
N 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			
N 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			
N 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			
N 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			
N 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			
N 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
 Product Desc: DON CALDWELL 21 SENTATE DISTRI
 Estimate:
 WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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					
N 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	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:	10/26/15	11/01/15	-----S		2			\$190.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WDBJ7	10/26/15-11/01/15	SUN 9-1030A		SU 9-1030A	-----Su	:30	(\$190.00)	0.00	NM				
	See MG 21.2,21.3,21.4 [NO AVAIL]														
N 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					
N 20	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>					

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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 20	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					
N 21	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	3	\$690.00
		<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					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	VDBJ7	11/02/15-11/08/15		MON HOUR 3	MON 10-11P		M-----	:30		(\$500.00)		0.00	NM		
See MG 21.2,21.3,21.4 [CREATE DATE]															
2	VDBJ7	11/02/15-11/02/15		M-F 11-1135P	M-F 11-1135P		M-----	:30		\$285.00		0.00	NM		
(H) MG for 18.1,21.1															
3	VDBJ7	11/03/15-11/03/15		M-F 5-530P	M-F 5-530P		-T-----	:30		\$360.00		0.00	NM		
(H) MG for 18.1,21.1															
4	VDBJ7	11/02/15-11/02/15		M-F 1135P-1235A	M-F 1135P-1235A		M-----	:30		\$45.00		0.00	NM		
(H) MG for 18.1,21.1															
													Totals	105	\$29,440.00

Makegood Details

WDBJ-TV

<u>Order</u> 38188	<u>Order Dates</u> 10/26/15-11/03/15	<u>Alt Order #</u>	<u>Product Code</u>
<u>Advertiser</u> POLI / D CALDWELL/I/S	<u>Product Description</u> DON CALDWELL 21 SENTATE DIS	<u>Account Executive</u> STAN BOUSH	
<u>Agency</u> DON CALDWELL	<u>Advertiser Code</u>	Phone: (540)985-3645 Fax: (540)985-3640	<u>Estimate #</u>

Original Spots

Line	Spot	Air Date	Eligible Days	Channel	Inventory Description	Display Times	Length	Imp (000)	Rate	Rating	Program	Type
18	1	11/01/15	-----Su	WDBJ7	CBS News Sunday Mornir	SU 9-1030A	:30	0	\$190.00	0.00		NM
				[1] WDBJ7								
21	1	11/02/15	M-----	WDBJ7	NCIS: LOS ANGELES	MON 10-11P	:30	0	\$500.00	0.00		NM
				[1] WDBJ7								
Totals									2		\$690.00	0.00

Makegood Spots

Line	Spot	Air Date	Eligible Days	Channel	Inventory Description	Display Times	Length	Imp (000)	Rate	Rating	Program	Type
21	1	11/02/15	M-----	WDBJ7	M-F NEWS 7 AT 11 WEE	M-F 11-1135P	:30	0	\$285.00	0.00		NM
				[1] WDBJ7								
21	1	11/03/15	-T-----	WDBJ7	NEWS 7 AT 5	M-F 5-530P	:30	0	\$360.00	0.00		NM
				[1] WDBJ7								
21	1	11/02/15	M-----	WDBJ7	LATE SHOW	M-F 1135P-1235A	:30	0	\$45.00	0.00		NM
				[1] WDBJ7								
Totals									3		\$690.00	0.00

Reason: