

ORDER



Orders
Order / Rev: 276424
Alt Order #: 08138728
Product Desc: Twinkle 2/16
Estimate: 348
Flight Dates: 02/16/16 - 02/22/16
Original Date / Rev: 02/10/16 / 02/11/16
Order Type: GENERAL

WHNT-TV

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency
Name: SRH Media, Inc.
Buying Contact: Steve Hazelton
Billing Contact:
 PO Box 367
 Spencerville, MD 20868

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

Advertiser
Name: Twinkle / R / Public Serv Comm
Demographic: A35+
Product Codes: PL2.m.ii
Priority: 03
Revenue Codes: Agency, Political, Political-Non-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/16	02/22/16	30	\$6,305.00	\$5,359.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	30	\$6,305.00	\$5,359.25	0.00
Totals	30	\$6,305.00	\$5,359.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHNT-TV	44%	\$6,305.00
Market	100%	\$14,329.55

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAAY	14%	\$2,006.14
WAFF	35%	\$5,015.34
WAMY	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WZDX	7%	\$1,003.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	19	02/19/16	02/19/16	M-F 12p-1230p Noon News	CM	12p-1230p	----F--	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/15/16	02/21/16	----F--	1		\$150.00		0.00						
N 2	19	02/19/16	02/19/16	M-F 5p-530p News 5p	CM	5p-530p	----F--	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/15/16	02/21/16	----F--	1		\$350.00		0.00						
N 3	19	02/19/16	02/19/16		CM	8a-9a	----F--	:30	1	\$125.00	03	0.00	NM	1	\$125.00

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WHNT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 8a-9a CBS This Morning 8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	----F--					1	\$125.00		0.00			
N 4	19	02/19/16	02/19/16	M-F 9a-10a Let's Make A Deal	CM	9a-10a	----F--	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	----F--					1	\$150.00		0.00			
N 6	19	02/22/16	02/22/16	M-F 10p-1035p News 10p	CM	10p-1035p	M-----	:30	1	\$650.00	03	0.00	NM	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:		02/22/16	02/28/16	M-----					1	\$650.00		0.00			
N 7	19	02/22/16	02/22/16	M-F 12p-1230p Noon News	CM	12p-1230p	M-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/22/16	02/28/16	M-----					1	\$150.00		0.00			
N 8	19	02/22/16	02/22/16	M-F 5p-530p News 5p	CM	5p-530p	M-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/22/16	02/28/16	M-----					1	\$350.00		0.00			
N 9	19	02/22/16	02/22/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	M-----	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/22/16	02/28/16	M-----					1	\$125.00		0.00			
N 10	19	02/22/16	02/22/16	M-F 9a-10a Let's Make A Deal	CM	9a-10a	M-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/22/16	02/28/16	M-----					1	\$150.00		0.00			
N 12	19	02/20/16	02/20/16	Sa 5p-530p News Sat 5p	CM	5p-530p	-----S-	:30	1	\$100.00	03	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	-----S-					1	\$100.00		0.00			
N 13	19	02/20/16	02/20/16	Sa 6p-630p News Sat 6p	CM	6p-630p	-----S-	:30	1	\$100.00	03	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	-----S-					1	\$100.00		0.00			
N 15	19	02/21/16	02/21/16	Su 6a-7a News Sun 6a	CM	6a-7a	-----S	:30	1	\$60.00	03	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	-----S					1	\$60.00		0.00			
N 16	19	02/21/16	02/21/16	Su 7a-8a News Sun 7a	CM	7a-8a	-----S	:30	1	\$120.00	03	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	-----S					1	\$120.00		0.00			
N 17	19	02/18/16	02/18/16	M-F 10p-1035p News 10p	CM	10p-1035p	---T---	:30	1	\$650.00	03	0.00	NM	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:		02/15/16	02/21/16	---T---					1	\$650.00		0.00			
N 18	19	02/18/16	02/18/16	M-F 12p-1230p Noon News	CM	12p-1230p	---T---	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	---T---					1	\$150.00		0.00			
N 19	19	02/18/16	02/18/16	M-F 5p-530p News 5p	CM	5p-530p	---T---	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	---T---					1	\$350.00		0.00			
N 20	19	02/18/16	02/18/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	---T---	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/15/16	02/21/16	---T---					1	\$125.00		0.00			

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WHNT-TV

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N20	19	02/18/16	02/18/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	---T---	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	---T---		1			\$125.00			0.00			
N21	19	02/18/16	02/18/16	M-F 9a-10a Let's Make A Deal	CM	9a-10a	---T---	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	---T---		1			\$150.00			0.00			
N23	19	02/16/16	02/16/16	M-F 10p-1035p News 10p	CM	10p-1035p	-T-----	:30	1	\$650.00	03	0.00	NM	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:	02/15/16	02/21/16	-T-----		1			\$650.00			0.00			
N24	19	02/16/16	02/16/16	M-F 12p-1230p Noon News	CM	12p-1230p	-T-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-T-----		1			\$150.00			0.00			
N25	19	02/16/16	02/16/16	M-F 5p-530p News 5p	CM	5p-530p	-T-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-T-----		1			\$350.00			0.00			
N26	19	02/16/16	02/16/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	-T-----	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-T-----		1			\$125.00			0.00			
N27	19	02/16/16	02/16/16	M-F 9a-10a Let's Make A Deal	CM	9a-10a	-T-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-T-----		1			\$150.00			0.00			
N29	19	02/17/16	02/17/16	M-F 12p-1230p Noon News	CM	12p-1230p	--W----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	--W----		1			\$150.00			0.00			
N30	19	02/17/16	02/17/16	M-F 5p-530p News 5p	CM	5p-530p	--W----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	--W----		1			\$350.00			0.00			
N31	19	02/17/16	02/17/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	--W----	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	--W----		1			\$125.00			0.00			
N32	19	02/17/16	02/17/16	M-F 9a-10a Let's Make A Deal	CM	9a-10a	--W----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	--W----		1			\$150.00			0.00			
N34	19	02/16/16	02/19/16	M-F 4a-430a CBS Morning News	CM	4a-430a	-TWTF--	:30	1	\$20.00	03	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-TWTF--		1			\$20.00			0.00			
N35	19	02/16/16	02/19/16	M-F 430a-5a News 430a	CM	430a-5a	-TWTF--	:30	2	\$40.00	03	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/15/16	02/21/16	-TWTF--		2			\$40.00			0.00			
Totals													30	\$6,305.00	