

ORDER



Orders
Order / Rev: 634560
Alt Order #: WOC10708634
Product Desc: Candidate
Estimate: 3085
Flight Dates: 08/16/17 - 08/22/17
Original Date / Rev: 08/15/17 / 08/15/17
Order Type: NORMAL

WAHU

Primary AE: Emily Hall
Sales Office: CVLN
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 N Ft Myer Drive
 Arlington, VA 22209

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

Advertiser Name: Ed Gillespie for Governor
Demographic: A35+
Product Codes: Candidate - State - Governor
Priority: P-03
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 141999
Agency External ID: 5623
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/31/17	08/22/17	50	\$1,230.00	\$1,045.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2017	50	\$1,230.00	\$1,045.50	0.00
Totals	50	\$1,230.00	\$1,045.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Emily Hall			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
E 1	WAHU	08/16/17	08/22/17	M-F 1130p-12a M-F 1130p-12a (Program: 2 BROKE GRLS B)Target 200118 Index: 108. Nielsen: 0.26	CM	11:30 PM-12:00 XI	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/16/17	08/22/17	11111--		5				\$10.00		0.00			
E 2	WAHU	08/16/17	08/22/17	M-F 11p-1130p M-F 11p-1130p (Program: 2 BROKE GIRLS)Target 200118 Index: 110. Nielsen: 0.15	CM	11:00 PM-11:30 PI	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/16/17	08/22/17	11111--		5				\$10.00		0.00			
E 3	WAHU	08/16/17	08/22/17	Early Morning Rotator Early Morning Rotator (Program: AGDAY)Target 200118 Index: 114. Nielsen: 0.00	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	- 1- 11--	:30	3	\$10.00	P-03	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/16/17	08/22/17	- 1- 11--		3				\$10.00		0.00			
E 4	WAHU	08/16/17	08/20/17	SaSu WAHU CBS 19 News 10p SaSu WAHU CBS 19 News 10p (Program: AVG. ALL WKS/WAHU-27 NWS@10)Target 200118 Index: 116. Nielsen: 1.31	CM	10:00 PM-10:30 PI	----- 11	:30	2	\$150.00	P-03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/14/17	08/20/17	----- 11		2				\$150.00		0.00			
E 5	WAHU	08/16/17	08/22/17	M-F WAHU CBS 19 News 10p M-F WAHU CBS 19 News 10p (Program: WAHU-27 NWS@10)Target 200118 Index: 99. Nielsen: 2.09	CM	10:00 PM-10:30 PI	11111--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/16/17	08/22/17	11111--		5				\$100.00		0.00			

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WAHU

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E 6	WAHU	08/16/17	08/22/17	M-F 12p-1p M-F 12p-1p (Program: CRME WATCH DLY)Target 200118 Index: 105. Nielsen: 0.09	CM	12:00 PM-1:00 PM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
E 7	WAHU	08/16/17	08/22/17	M-F 10a-11a M-F 10a-11a (Program: DOCTORS)Target 200118 Index: 120. Nielsen: 0.00	CM	10:00 AM-11:00 AM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
E 8	WAHU	08/16/17	08/22/17	M-F 430p-5p M-F 430p-5p (Program: LAST MAN-MF B2)Target 200118 Index: 108. Nielsen: 0.00	CM	4:30 PM-5:00 PM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
E 9	WAHU	08/16/17	08/22/17	M-F 4p-430p M-F 4p-430p (Program: LAST MAN-MF)Target 200118 Index: 131. Nielsen: 0.08	CM	4:00 PM-4:30 PM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
E 10	WAHU	08/16/17	08/22/17	M-F 330p-4p M-F 330p-4p (Program: MIDDLE<)Target 200118 Index: 114. Nielsen: 0.08	CM	3:30 PM-4:00 PM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
E 11	WAHU	08/16/17	08/22/17	M-F 1030p-11p M-F 1030p-11p (Program: TWO & HALF MEN)Target 200118 Index: 106. Nielsen: 0.97	CM	10:30 PM-11:00 PM	11111--	:30	5	\$10.00	P-03	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/16/17	08/22/17	11111--		5	\$10.00	0.00								
Totals													50	\$1,230.00	