

ORDER

Orders
Order / Rev: 641875
Alt Order #: WOC10716455
Product Desc: Candidate
Estimate: 3094
Flight Dates: 08/30/17 - 09/05/17
Original Date / Rev: 08/29/17 / 08/29/17
Order Type: NORMAL

WDBJ

Primary AE: Charles Brian Boush
Sales Office: ROAN
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-06
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 141999
Agency External ID: 5623
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/17	09/05/17	55	\$10,827.00	\$9,202.95

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	55	\$10,827.00	\$9,202.95	0.00
Totals	55	\$10,827.00	\$9,202.95	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Charles 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	WDBJ	08/30/17	09/05/17	News 7 Early Mornin' @ 5a News 7 Early Mornin' @ 5a (Program: WDBJ7 EARLY MN)Target 200119 Index: 113. Nielsen: 1.8	CM	5:00 AM-6:00 AM	11--1--	:30	3	\$50.00	P-06	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/17	09/05/17	11--1--		3				\$50.00		0.00			
2	WDBJ	08/30/17	09/04/17	News 7 Mornin' @ 6a News 7 Mornin' @ 6a (Program: WDBJ7 MORNIN'<)Target 200119 Index: 115. Nielsen: 3.8	CM	6:00 AM-7:00 AM	1-1-1--	:30	3	\$155.00	P-03	0.00	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/17	09/05/17	1-1-1--		3				\$155.00		0.00			
3	WDBJ	08/30/17	09/05/17	CBS This Morning CBS This Morning (Program: CBS THS MRNG-2<)Target 200119 Index: 111. Nielsen: 4.3	CM	7:00 AM-9:00 AM	111-1--	:30	4	\$115.00	P-03	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/17	09/05/17	111-1--		4				\$115.00		0.00			
4	WDBJ	08/30/17	09/02/17	CBS This Morning Satur CBS This Morning Saturday (8:00 AM-10:00 AM) (Program: CBS THS MRN:SA<)Target 200119 Index: 110. Nielsen: 3.2	CM	8:00 AM-10:00 AM	-----1-	:30	1	\$130.00	P-03	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/17	09/03/17	-----1-		1				\$130.00		0.00			
5	WDBJ	08/30/17	09/03/17	Face The Nation Face The Nation (Program: FACE NATN-CBS/FACE NATN2-CBS)Target 200119 Index: 100. Nielsen: 3.2	CM	10:30 AM-11:30 AM	-----1	:30	1	\$60.00	P-06	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: 08/28/17	09/03/17	-----1		1				\$60.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WDBJ	08/30/17	09/05/17	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-11-1--	:30	3	\$50.00	P-06	0.00	NM	3	\$150.00
(Program: LVE-KELLY&RYAN<)Target 200119 Index: 108. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	-11-1--					3	\$50.00		0.00			
7	WDBJ	08/30/17	09/05/17	Let's Make A Deal Let's Make a Deal	CM	10:00 AM-11:00 AM	A11-1---	:30	3	\$60.00	P-03	0.00	NM	3	\$180.00
(Program: LETS-DEAL1-CBS/LETS-DEAL2-CBS)Target 200119 Index: 105. Nielsen: 1.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	11-1---					3	\$60.00		0.00			
8	WDBJ	08/30/17	09/05/17	Soap Rotator Soap Rotator	CM	12:00 PM-12:30 PM	P1-11--	:30	3	\$180.00	P-03	0.00	NM	3	\$540.00
(Program: WDBJ7 NWS@NOON)Target 200119 Index: 106. Nielsen: 6.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	-1-11--					3	\$180.00		0.00			
9	WDBJ	08/30/17	09/05/17	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	-11-1--	:30	3	\$50.00	P-06	0.00	NM	3	\$150.00
(Program: HARRY<)Target 200119 Index: 98. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	-11-1--					3	\$50.00		0.00			
10	WDBJ	08/30/17	09/04/17	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	1-111--	:30	4	\$130.00	P-03	0.00	NM	4	\$520.00
(Program: ELLEN)Target 200119 Index: 102. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	1-111--					4	\$130.00		0.00			
11	WDBJ	08/30/17	09/04/17	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	1--11--	:30	3	\$210.00	P-06	0.00	NM	3	\$630.00
(Program: ANDY GRIFFITH<)Target 200119 Index: 118. Nielsen: 6.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	1--11--					3	\$210.00		0.00			
12	WDBJ	08/30/17	09/05/17	News 7 @ 5p M-F News 7 @ 5p M-F	CM	5:00 PM-5:30 PM	-111---	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
(Program: WDBJ7 NWS AT 5)Target 200119 Index: 115. Nielsen: 6.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	-111---					3	\$300.00		0.00			
13	WDBJ	08/30/17	09/05/17	News 7 @ 6p M-F News 7 @ 6p M-F	CM	6:00 PM-6:30 PM	-1111--	:30	4	\$450.00	P-03	0.00	NM	4	\$1,800.00
(Program: WDBJ7 NWS AT 6)Target 200119 Index: 116. Nielsen: 11.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	-1111--					4	\$450.00		0.00			
14	WDBJ	08/30/17	09/04/17	Wheel of Fortune M-F Wheel of Fortune M-F	CM	7:00 PM-7:30 PM	1--11--	:30	3	\$440.00	P-03	0.00	NM	3	\$1,320.00
(Program: WHEEL-FORTNE<)Target 200119 Index: 113. Nielsen: 10.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	1--11--					3	\$440.00		0.00			
15	WDBJ	08/30/17	09/04/17	Monday Prime Hr 1 Monday Prime Hr 1 (7:57 PM-9:00 PM)	CM	7:57 PM-9:00 PM	1-----	:30	1	\$490.00	P-03	0.00	NM	1	\$490.00
(Program: KEVIN CAN)Target 200119 Index: 113. Nielsen: 4.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/17	09/05/17	1-----					1	\$490.00		0.00			
16	WDBJ	08/30/17	08/31/17	Thursday Prime Hr 1 Thursday Prime Hr 1 (7:57 PM-9:00 PM)	CM	7:45 PM-9:00 PM	---1---	:30	1	\$929.00	P-02	0.00	NM	1	\$929.00
(Program: BIG BANG)Target 200119 Index: 116. Nielsen: 6.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/17	09/03/17	---1---					1	\$929.00		0.00			
17	WDBJ	08/30/17	09/02/17	Saturday Prime Hr 3 Saturday Prime Hr 3 (10:00 PM-11:00 PM)	CM	10:00 PM-11:00 PM	PI-----1-	:30	1	\$301.00	P-03	0.00	NM	1	\$301.00
(Program: 48 HOURS-CBS)Target 200119 Index: 104. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/17	09/03/17	-----1-					1	\$301.00		0.00			
18	WDBJ	08/30/17	09/04/17		CM	11:00 PM-11:30 PM	PI1-11---	:30	3	\$277.00	P-03	0.00	NM	3	\$831.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 7 @ 11p M-F News 7 @ 11p M-F (Program: WDBJ7NWS AT 11)Target 200119 Index: 112. Nielsen: 3.9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/17 09/05/17 1-11--- 3 \$277.00 0.00															
19	WDBJ	08/30/17	09/03/17	News 7 @ 11p Sun	CM	11:00 PM-11:30 PM	-----1	:30	1	\$201.00	P-03	0.00	NM	1	\$201.00
News 7 @ 11p Sun (11:00 PM-11:30 PM) (Program: WDBJ7NWS AT 11)Target 200119 Index: 112. Nielsen: 3.2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/17 09/03/17 -----1 1 \$201.00 0.00															
20	WDBJ	08/30/17	09/05/17	Late Show	CM	11:30 PM-12:30 AM	11111--	:30	5	\$75.00	P-06	0.00	NM	5	\$375.00
Late Show (Program: LT-COLBERT-CBS)Target 200119 Index: 106. Nielsen: 1.6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/17 09/05/17 11111-- 5 \$75.00 0.00															
21	WDBJ	08/30/17	09/03/17	Sun 1205a-105a	CM	12:00 AM-1:00 AM	-----1	:30	1	\$20.00	P-06	0.00	NM	1	\$20.00
Sun 1205a-105a (Program: ELEMENTARY)Target 200119 Index: 104. Nielsen: 0.5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/17 09/03/17 -----1 1 \$20.00 0.00															
E 22	WDBJ	08/30/17	08/30/17	Wednesday Prime Hr 3	CM	10p-11p	--W----	:30	1	\$225.00	P-06	0.00	NM	1	\$225.00
Wednesday Prime Hr 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/17 09/03/17 --W---- 1 \$225.00 0.00															
													Totals	55	\$10,827.00