

ORDER

WGHP-TV

Orders

Order / Rev: 347046
Alt Order #: 08289922
Product Desc: A BETTER NC 4962
Estimate: 4962
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 09/16/16 / 09/16/16
Order Type: GENERAL

Revision

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

Agency

Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser

Name: A Better North Carolina
Demographic: A35+
Product Codes: PL4.b
Priority: 02
Revenue Codes: Agency, Political, Political-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
09/26/16	10/24/16	36	\$18,700.00	\$15,895.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	36	\$18,700.00	\$15,895.00	0.00
Totals	36	\$18,700.00	\$15,895.00	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

Order Share	Share	Total
WGHP-TV	24%	\$18,700.00
Market	100%	\$77,916.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	2%	\$1,558.33
WFMY	27%	\$21,037.50
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$1,558.33
WUNL	0%	\$0.00
WXII	35%	\$27,270.83
WXLV	10%	\$7,791.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/18/16	10/24/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	MTWTF--	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$200.00		0.00				
2	8	10/18/16	10/24/16	M-F 10p-11p TU-FR,M 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$1,500.00		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
3	8	10/18/16	10/24/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			1		\$200.00			0.00			
4	8	10/18/16	10/24/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$250.00	02	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			3		\$250.00			0.00			
5	8	10/18/16	10/24/16	M-F 4p-430p TU-FR,M 4p-430p	CM	4:00 PM-4:30 PM	MTWTF--	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			2		\$400.00			0.00			
6	8	10/18/16	10/24/16	M-F 430p-5p TU-FR,M 430p-5p	CM	4:30 PM-5:00 PM	MTWTF--	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			2		\$400.00			0.00			
7	8	10/18/16	10/24/16	M-F 530p-6p TU-FR,M 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$900.00	02	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			2		\$900.00			0.00			
8	8	10/18/16	10/24/16	M-F 7a-8a TU-FR,M 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--			2		\$850.00			0.00			
9	8	10/18/16	10/24/16	M-F 8a-9a TU-FR,M 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	2	\$700.00	02	0.00	NM	2	\$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:		10/18/16	10/24/16	MTWTF--			2		\$700.00			0.00			
10	8	10/18/16	10/24/16	M-F 8a-9a TU-FR,M 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	2	\$700.00	02	0.00	NM	2	\$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:		10/18/16	10/24/16	MTWTF--			2		\$700.00			0.00			
11	8	10/18/16	10/24/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	MTWT---	:30	4	\$250.00	02	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWT---			4		\$250.00			0.00			
12	8	10/18/16	10/24/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	XMTWT---	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWT---			4		\$200.00			0.00			
13	8	10/21/16	10/21/16	Late Run News Late Run News	CM	11:30 PM-12:00 AM (11:30 PM-12:00 AM)	XI-----1--	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1--			1		\$300.00			0.00			
14	8	10/22/16	10/22/16	FOX Late Fringe FOX Late Fringe	CM	11:00 PM-12:00 AM (11:00 PM-12:00 AM)	XI-----1-	:30	1	\$250.00	02	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-			1		\$250.00			0.00			
15	8	10/22/16	10/22/16	College Football Pre Gm College Football Pre Gm	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-----1-	:30	1	\$350.00	02	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:		10/17/16	10/23/16	-----1-			1		\$350.00			0.00			
16	8	10/22/16	10/22/16	College Football Gm College Football Gm	CM	8:00 PM-11:30 PM (8:00 PM-11:30 PM)	-----1-	:30	1	\$750.00	02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-			1		\$750.00			0.00			
17	8	10/23/16	10/23/16	Su 11p-1130p IN DEPTH	CM	11:00 PM-11:30 PM	PI-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/17/16	10/23/16	PI-----1			1		\$200.00			0.00			

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17	8	10/23/16	10/23/16	Su 11p-1130p IN DEPTH	CM	11:00 PM-11:30 PM	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$200.00		0.00			
18	8	10/23/16	10/23/16	Su 6p-7p SUN 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1	:30	1	\$800.00	02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$800.00		0.00			
19	8	10/23/16	10/23/16	Su 6p-7p SUN 630p-7p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----1	:30	1	\$800.00	02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$800.00		0.00			
N 20	8	10/20/16	10/20/16	Thursday Prime Hour 2 PITCH	CM	9p-10p	---1---	:30	1	\$1,200.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	---1---			1			\$1,200.00		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	8	10/17/16-10/23/16		Thursday Prime Hour 2		9p-10p	---Th-----	:30		(\$1,200.00)		0.00	NM		
Credited															
N 21	8	10/18/16	10/18/16	Tuesday Prime Hour 1 BROOKLYN 9-9/NEW GIRL	CM	8p-9p	-1-----	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-1-----			1			\$1,200.00		0.00			
Totals														36	\$18,700.00