

ORDER

WGHP-TV

Orders

Order / Rev: 353151
Alt Order #: 08303564
Product Desc: CARLINS FREEDOM 7320
Estimate: 7320
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 08/22/16 / 08/22/16
Order Type: GENERAL

Revision

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

Agency

Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser

Name: Carolinians 4 Freedom
Demographic: A35-64
Product Codes: PL4.a
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 | 25 | \$18,975.00 | \$16,128.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2016 | 25 | \$18,975.00 | \$16,128.75 | 0.00 |
| Totals | 25 | \$18,975.00 | \$16,128.75 | 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 |
|---------|-------|-------------|
| WGHP-TV | 27% | \$18,975.00 |
| Market | 100% | \$70,277.78 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCWG | 0% | \$0.00 |
| WFMY | 24% | \$16,866.67 |
| WGPX | 0% | \$0.00 |
| WLXI | 0% | \$0.00 |
| WMYV | 5% | \$3,513.89 |
| WUNL | 0% | \$0.00 |
| WXII | 35% | \$24,597.22 |
| WXLV | 9% | \$6,325.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|----|-------------------|-----------------|------------------------------|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | 8 | 10/21/16 | 10/21/16 | M-F 10p-11p FRI 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | ----1-- | :30 | 1 | \$1,500.00 | 02 | 0.00 | NM | 1 | \$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: 10/17/16 | | 10/17/16 | 10/23/16 | ----1-- | | 1 | | | | \$1,500.00 | | 0.00 | | | |
| 2 | 8 | 10/21/16 | 10/21/16 | M-F 4p-5p FRI 4p-5p | CM | 4:00 PM-5:00 PM | ----1-- | :30 | 1 | \$400.00 | 02 | 0.00 | NM | 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: 10/17/16 | | 10/17/16 | 10/23/16 | ----1-- | | 1 | | | | \$400.00 | | 0.00 | | | |

Order / Rev: 353151
 Alt Order #: 08303564
 Flight Dates: 10/18/16 - 10/24/16

Advertiser: Carolinians 4 Freedom
 Product Desc: CARLINS FREEDOM 7320
 Estimate: 7320
 WGHP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------------------|-----------------|---|-------|--|-----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 3 | 8 | 10/21/16 | 10/21/16 | M-F 5a-6a FRI 530a-6a | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | ----1-- | :30 | 1 | \$500.00 | 02 | 0.00 | NM | 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: 10/17/16 | 10/23/16 | ----1-- | | | | | 1 | \$500.00 | | 0.00 | | | |
| 4 | 8 | 10/24/16 | 10/24/16 | M-F 10p-11p MON 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | PI----- | :30 | 1 | \$1,500.00 | 02 | 0.00 | NM | 1 | \$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: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| 5 | 8 | 10/24/16 | 10/24/16 | M-F 11p-1130p TMZ | CM | 11:00 PM-11:30 PM PI----- | PI----- | :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: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| 6 | 8 | 10/24/16 | 10/24/16 | M-F 4p-5p MON 4p-5p | CM | 4:00 PM-5:00 PM 1----- | 1----- | :30 | 1 | \$400.00 | 02 | 0.00 | NM | 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: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 7 | 8 | 10/24/16 | 10/24/16 | M-F 5p-6p MON 5p-6p | CM | 5:00 PM-6:00 PM 1----- | 1----- | :30 | 1 | \$900.00 | 02 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| 8 | 8 | 10/24/16 | 10/24/16 | M-F 5a-6a MON 530a-6a | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | 1----- | :30 | 1 | \$500.00 | 02 | 0.00 | NM | 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: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| 9 | 8 | 10/24/16 | 10/24/16 | Monday Prime Hour 1 GOTHAM | CM | 8:00 PM-9:00 PM (8:00 PM-9:00 PM) | 1----- | :30 | 1 | \$1,400.00 | 02 | 0.00 | NM | 1 | \$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: 10/24/16 | 10/30/16 | 1----- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| 10 | 8 | 10/20/16 | 10/20/16 | M-F 10p-11p THUR 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | PI---1--- | :30 | 1 | \$1,500.00 | 02 | 0.00 | NM | 1 | \$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: 10/17/16 | 10/23/16 | ---1--- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| 11 | 8 | 10/20/16 | 10/20/16 | M-F 11p-1130p TMZ | CM | 11:00 PM-11:30 PM PI---1--- | PI---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 | | | |
| 12 | 8 | 10/20/16 | 10/20/16 | M-F 4p-5p THUR 4p-5p | CM | 4:00 PM-5:00 PM ---1--- | ---1--- | :30 | 1 | \$400.00 | 02 | 0.00 | NM | 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: 10/17/16 | 10/23/16 | ---1--- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 14 | 8 | 10/18/16 | 10/18/16 | Tuesday Prime Hour 1 BROOKLYN 9-9/NEW GIRL | CM | 8p-9p -1----- | -1----- | :30 | 1 | \$1,200.00 | 03 | 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 | | | |
| 15 | 8 | 10/18/16 | 10/18/16 | M-F 10p-11p TUE 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | PI-1----- | :30 | 1 | \$1,500.00 | 02 | 0.00 | NM | 1 | \$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: 10/17/16 | 10/23/16 | -1----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| 16 | 8 | 10/18/16 | 10/18/16 | M-F 11p-1130p TMZ | CM | 11:00 PM-11:30 PM PI-1----- | PI-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 | | | |
| 17 | 8 | 10/18/16 | 10/18/16 | M-F 4p-5p TUE 4p-5p | CM | 4:00 PM-5:00 PM -1----- | -1----- | :30 | 1 | \$400.00 | 02 | 0.00 | NM | 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: 10/17/16 | 10/23/16 | -1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 18 | 8 | 10/18/16 | 10/18/16 | Tuesday Prime Hour 2 SCREAM QUEENS | CM | 9:00 PM-10:00 PM -1----- | -1----- | :30 | 1 | \$1,000.00 | 02 | 0.00 | NM | 1 | \$1,000.00 |
| | | <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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 Flight Dates: 10/18/16 - 10/24/16

Advertiser: Carolinians 4 Freedom
 Product Desc: CARLINS FREEDOM 7320
 Estimate: 7320

WGHP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-------|-------------------|-----------------|---------------------------------------|-------|--|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| 18 | 8 | 10/18/16 | 10/18/16 | Tuesday Prime Hour 2 SCREAM QUEENS | CM | 9:00 PM-10:00 PM | -1----- | :30 | 1 | \$1,000.00 | 02 | 0.00 | NM | 1 | \$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: | 10/17/16 | 10/23/16 | -1----- | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| 19 | 8 | 10/19/16 | 10/19/16 | M-F 10p-11p WED 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | --1---- | :30 | 1 | \$1,500.00 | 02 | 0.00 | NM | 1 | \$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: | 10/17/16 | 10/23/16 | --1---- | | 1 | | | \$1,500.00 | | | 0.00 | | | |
| 20 | 8 | 10/19/16 | 10/19/16 | M-F 11p-1130p TMZ | CM | 11:00 PM-11:30 PM | --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 | | | |
| 21 | 8 | 10/19/16 | 10/19/16 | M-F 4p-5p WED 4p-5p | CM | 4:00 PM-5:00 PM | --1---- | :30 | 1 | \$400.00 | 02 | 0.00 | NM | 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: | 10/17/16 | 10/23/16 | --1---- | | 1 | | | \$400.00 | | | 0.00 | | | |
| 22 | 8 | 10/19/16 | 10/19/16 | M-F 5p-6p WED 5p-6p | CM | 5:00 PM-6:00 PM | --1---- | :30 | 1 | \$900.00 | 02 | 0.00 | NM | 1 | \$900.00 |
| | | <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 | | | \$900.00 | | | 0.00 | | | |
| 23 | 8 | 10/19/16 | 10/19/16 | M-F 5a-6a WED 530a-6a | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | --1---- | :30 | 1 | \$500.00 | 02 | 0.00 | NM | 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: | 10/17/16 | 10/23/16 | --1---- | | 1 | | | \$500.00 | | | 0.00 | | | |
| 28 | 8 | 10/23/16 | 10/23/16 | Su 1130p-1230a TMZ | CM | 1130p-1230a | -----1 | :30 | 1 | \$125.00 | 02 | 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: | 10/17/16 | 10/23/16 | -----1 | | 1 | | | \$125.00 | | | 0.00 | | | |
| N29 | 8 | 10/18/16 | 10/18/16 | M-F 11p-1130p TMZ | CM | 11:00 PM-11:30 PM | -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 | | | |
| N30 | 8 | 10/20/16 | 10/20/16 | Thursday Prime Hour 2 PITCH | CM | 9p-10p | ---T--- | :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 | ---T--- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 25 | \$18,975.00 |