

**ORDER**

WGHP-TV

**Orders**  
**Order / Rev:** 312596  
**Alt Order #:** 08219976  
**Product Desc:** RGA 10/12  
**Estimate:** 626  
**Flight Dates:** 10/12/16 - 10/18/16  
**Original Date / Rev:** 04/06/16 / 04/06/16  
**Order Type:** GENERAL

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

**Agency Name:** PinPoint Media, Inc  
**Buying Contact:**  
**Billing Contact:**  
 205 West Main St  
 Dothan, AL 36301

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

**Advertiser Name:** Republican Governors Association  
**Demographic:** A35+  
**Product Codes:** PL4.b  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-PAC

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/18/16	23	\$25,475.00	\$21,653.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	23	\$25,475.00	\$21,653.75	0.00
<b>Totals</b>	<b>23</b>	<b>\$25,475.00</b>	<b>\$21,653.75</b>	<b>0.00</b>

**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	32%	\$25,475.00
Market	100%	\$79,609.38

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	26%	\$20,698.44
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	4%	\$3,184.38
WUNL	0%	\$0.00
WXII	27%	\$21,494.53
WXLV	11%	\$8,757.03

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/14/16	10/14/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	----1--	:30	1	\$150.00	02	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:		10/10/16	10/16/16	----1--			1		\$150.00		0.00				
E 2	8	10/14/16	10/14/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	----1--	: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:		10/10/16	10/16/16	----1--			1		\$150.00		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
E 3	8	10/14/16	10/14/16	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 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: 10/10/16	10/16/16	----1--					1	\$800.00		0.00			
E 4	8	10/14/16	10/14/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	----1--	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	----1--					1	\$375.00		0.00			
E 5	8	10/14/16	10/14/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 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: 10/10/16	10/16/16	----1--					1	\$500.00		0.00			
E 6	8	10/17/16	10/17/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	1-----	:30	1	\$150.00	02	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: 10/17/16	10/23/16	1-----					1	\$150.00		0.00			
E 7	8	10/17/16	10/17/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	1-----	: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: 10/17/16	10/23/16	1-----					1	\$150.00		0.00			
E 8	8	10/17/16	10/17/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	1-----	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<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	\$375.00		0.00			
E 9	8	10/17/16	10/17/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 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			
E 10	8	10/16/16	10/16/16	NFL Reg Ssn Local Tm Panthers Football	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$18,000.00	02	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1					1	\$18,000.00		0.00			
E 11	8	10/13/16	10/13/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	---1---	:30	1	\$150.00	02	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: 10/10/16	10/16/16	---1---					1	\$150.00		0.00			
E 12	8	10/13/16	10/13/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	---1---	: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: 10/10/16	10/16/16	---1---					1	\$150.00		0.00			
E 13	8	10/13/16	10/13/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	---1---	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---1---					1	\$375.00		0.00			
E 14	8	10/13/16	10/13/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 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: 10/10/16	10/16/16	---1---					1	\$500.00		0.00			
E 15	8	10/18/16	10/18/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	-1-----	:30	1	\$150.00	02	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: 10/17/16	10/23/16	-1-----					1	\$150.00		0.00			
E 16	8	10/18/16	10/18/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-1-----	: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: 10/17/16	10/23/16	-1-----					1	\$150.00		0.00			
E 17	8	10/18/16	10/18/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-1-----	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<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	\$375.00		0.00			

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E 17	8	10/18/16	10/18/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-1-----	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<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			\$375.00			0.00			
E 18	8	10/18/16	10/18/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 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			
E 19	8	10/12/16	10/12/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	--1----	:30	1	\$150.00	02	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: 10/10/16	10/16/16	--1----		1			\$150.00			0.00			
E 20	8	10/12/16	10/12/16	M-F 12p-1p M-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	--1----	: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: 10/10/16	10/16/16	--1----		1			\$150.00			0.00			
E 21	8	10/12/16	10/12/16	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 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: 10/10/16	10/16/16	--1----		1			\$800.00			0.00			
E 22	8	10/12/16	10/12/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	--1----	:30	1	\$375.00	02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/10/16	10/16/16	--1----		1			\$375.00			0.00			
E 23	8	10/12/16	10/12/16	M-F 8a-9a M-F 8a-9a	CM	8:00 AM-9:00 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: 10/10/16	10/16/16	--1----		1			\$500.00			0.00			
													Totals	23	\$25,475.00