

ORDER

WGHP-TV

Orders
Order / Rev: 347234
Alt Order #: 08289619
Product Desc: A BETTER NC 4959
Estimate: 4959
Flight Dates: 09/27/16 - 10/03/16
Original Date / Rev: 09/26/16 / 09/26/16
Order Type: GENERAL

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	10/03/16	28	\$7,730.00	\$6,570.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	28	\$7,730.00	\$6,570.50	0.00
Totals	28	\$7,730.00	\$6,570.50	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	24%	\$7,730.00
Market	100%	\$32,208.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	2%	\$644.17
WFMY	27%	\$8,696.25
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$644.17
WUNL	0%	\$0.00
WXII	35%	\$11,272.92
WXLV	10%	\$3,220.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/27/16	10/03/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/16	10/03/16	MTWTF--			3		\$150.00		0.00				
2	8	09/27/16	10/03/16	M-F 10p-11p TU-F,M 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	MTWTF--	: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:		09/27/16	10/03/16	MTWTF--			1		\$1,200.00		0.00				

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 Estimate: 4959

WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	09/27/16	10/03/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	: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: 09/27/16	10/03/16	MTWTF--		4			\$200.00			0.00			
4	8	09/27/16	10/03/16	M-F 430a-5a TU-F,M 430a-5a	CM	4:30 AM-5:00 AM (4:30 AM-5:00 AM)	MTWTF--	:30	2	\$40.00	02	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	MTWTF--		2			\$40.00			0.00			
5	8	09/27/16	10/03/16	M-F 430p-5p TU-F,M 430p-5p	CM	4:30 PM-5:00 PM	MTWTF--	:30	2	\$350.00	02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	MTWTF--		2			\$350.00			0.00			
6	8	09/27/16	10/03/16	M-F 8a-9a TU-F,M 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	2	\$500.00	02	0.00	NM	2	\$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: 09/27/16	10/03/16	MTWTF--		2			\$500.00			0.00			
7	8	09/27/16	10/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 P	MTWT---	: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: 09/27/16	10/03/16	MTWT---		4			\$200.00			0.00			
8	8	09/27/16	10/03/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 X	MTWT---	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	MTWT---		3			\$150.00			0.00			
9	8	09/27/16	10/03/16	M-F 12a-1a SEINFELD/INSIDER	CM	12:00 AM-1:00 A	MTWT---	:30	3	\$100.00	02	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/27/16	10/03/16	MTWT---		3			\$100.00			0.00			
10	8	10/01/16	10/01/16	FOX Late Fringe FOX Late Fringe	CM	11:00 PM-12:00 X (11:00 PM-12:00 X)	-----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: 09/26/16	10/02/16	-----1-		1			\$200.00			0.00			
11	8	10/02/16	10/02/16	Su 11p-1130p IN DEPTH	CM	11:00 PM-11:30 P	PI-----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: 09/26/16	10/02/16	-----1		1			\$150.00			0.00			
13	8	10/02/16	10/02/16	M-Su 10p-11p SUN 10p-1030p	CM	10:00 PM-10:30 P (10:00 PM-10:30 P)	PI-----S	: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: 09/26/16	10/02/16	-----S		1			\$1,200.00			0.00			
N 14	8	09/30/16	09/30/16	Friday Prime Hour 2 EXORCIST	CM	9p-10p	----F--	:30	1	\$400.00	03	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: 09/26/16	10/02/16	----F--		1			\$400.00			0.00			
													Totals	28	\$7,730.00