

ORDER

WGHP-TV

Orders
Order / Rev: 335190
Alt Order #: 8360964
Product Desc: NRSCBURRFORSEN/7754
Estimate: 7754
Flight Dates: 09/13/16 - 09/19/16
Original Date / Rev: 09/13/16 / 09/13/16
Order Type: GENERAL

Revision

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

Agency
Name: National Media Research Planning & I
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: Burr, R/R/US Senate
Demographic: A35-64
Product Codes: PL3.c.ii
Priority: 04
Revenue Codes: Agency, Political, Political-Non-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
08/29/16	09/19/16	37	\$14,690.00	\$12,486.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	37	\$14,690.00	\$12,486.50	0.00
Totals	37	\$14,690.00	\$12,486.50	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	29%	\$14,690.00
Market	100%	\$50,655.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	31%	\$15,703.10
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	33%	\$16,716.21
WXLV	7%	\$3,545.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	8	09/16/16	09/16/16	M-F 6p-630p FRI 6p-630p	CM	6:00 PM-6:30 PM	----1--	:30	1	\$350.00	04	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:		09/12/16	09/18/16	----1--			1			\$350.00		0.00			
3	8	09/16/16	09/16/16	M-F 630p-7p FRI 630p-7p	CM	6:30 PM-7:00 PM	----1--	:30	1	\$300.00	04	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:		09/12/16	09/18/16	----1--			1			\$300.00		0.00			

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Advertiser: Burr, R/R/US Senate
 Product Desc: NRSCBURRFORSEN/7754
 Estimate: 7754
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	8	09/16/16	09/16/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	----1--	:30	1	\$125.00	4	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:		09/12/16	09/18/16	----1--					1	\$125.00		0.00			
5	8	09/16/16	09/16/16	M-F 7a-8a FRI 7a-8a	CM	7:00 AM-8:00 AM	----1--	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	----1--					1	\$225.00		0.00			
6	8	09/16/16	09/16/16	M-F 8a-9a FRI 8a-9a	CM	8:00 AM-9:00 AM	----1--	:30	1	\$140.00	4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	----1--					1	\$140.00		0.00			
7	8	09/19/16	09/19/16	M-F 10p-11p MON 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	1-----	:30	1	\$450.00	4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	1-----					1	\$450.00		0.00			
8	8	09/19/16	09/19/16	M-F 4p-5p MON 4p-5p	CM	4:00 PM-5:00 PM	1-----	:30	1	\$90.00	4	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	1-----					1	\$90.00		0.00			
9	8	09/19/16	09/19/16	M-F 530p-6p MON 530p-6p	CM	5:30 PM-6:00 PM	1-----	:30	1	\$275.00	4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	1-----					1	\$275.00		0.00			
10	8	09/19/16	09/19/16	M-F 6p-630p MON 6p-630p	CM	6:00 PM-6:30 PM	1-----	:30	1	\$350.00	4	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:		09/19/16	09/25/16	1-----					1	\$350.00		0.00			
11	8	09/19/16	09/19/16	M-F 6a-7a MON 6a-7a	CM	6:00 AM-7:00 AM	1-----	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	1-----					1	\$225.00		0.00			
12	8	09/19/16	09/19/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	1-----	:30	1	\$125.00	4	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:		09/19/16	09/25/16	1-----					1	\$125.00		0.00			
13	8	09/19/16	09/19/16	M-F 7a-8a MON 7a-8a	CM	7:00 AM-8:00 AM	1-----	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	1-----					1	\$225.00		0.00			
14	8	09/17/16	09/17/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----1-	:30	1	\$350.00	4	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:		09/12/16	09/18/16	-----1-					1	\$350.00		0.00			
N 15	8	09/18/16	09/18/16	NFL Reg Ssn Local Tm PANTHERS @ 49ERS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$6,250.00	4	0.00	NM	1	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-----1					1	\$6,250.00		0.00			
21	8	09/15/16	09/15/16	M-F 7a-8a THUR 7a-8a	CM	7:00 AM-8:00 AM	---1---	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	---1---					1	\$225.00		0.00			
22	8	09/15/16	09/15/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	---1---	:30	1	\$125.00	4	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:		09/12/16	09/18/16	---1---					1	\$125.00		0.00			
23	8	09/15/16	09/15/16	M-F 9a-10a THUR 9a-10a	CM	9:00 AM-10:00 AM	---1---	:30	1	\$90.00	4	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	---1---					1	\$90.00		0.00			

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 Estimate: 7754
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	8	09/15/16	09/15/16	M-F 9a-10a THUR 9a-10a	CM	9:00 AM-10:00 AM	---1---	:30	1	\$90.00	4	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	---1---		1				\$90.00		0.00			
24	8	09/13/16	09/13/16	M-F 10p-11p TUE 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-1-----	:30	1	\$450.00	4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-1-----		1				\$450.00		0.00			
25	8	09/13/16	09/13/16	M-F 530p-6p TUE 530p-6p	CM	5:30 PM-6:00 PM	-1-----	:30	1	\$275.00	4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-1-----		1				\$275.00		0.00			
26	8	09/13/16	09/13/16	M-F 6p-630p TUE 6p-630p	CM	6:00 PM-6:30 PM	-1-----	:30	1	\$350.00	4	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: 09/12/16	09/18/16	-1-----		1				\$350.00		0.00			
27	8	09/13/16	09/13/16	M-F 6a-7a TUE 6a-7a	CM	6:00 AM-7:00 AM	-1-----	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-1-----		1				\$225.00		0.00			
28	8	09/13/16	09/13/16	M-F 7a-8a TUE 7a-8a	CM	7:00 AM-8:00 AM	-1-----	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-1-----		1				\$225.00		0.00			
29	8	09/13/16	09/13/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	-1-----	:30	1	\$125.00	4	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: 09/12/16	09/18/16	-1-----		1				\$125.00		0.00			
30	8	09/13/16	09/13/16	M-F 9a-10a TUE 9a-10a	CM	9:00 AM-10:00 AM	-1-----	:30	1	\$90.00	4	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-1-----		1				\$90.00		0.00			
31	8	09/14/16	09/14/16	M-F 10p-11p WED 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:30	1	\$450.00	4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--1----		1				\$450.00		0.00			
32	8	09/14/16	09/14/16	M-F 4p-5p WED 4p-5p	CM	4:00 PM-5:00 PM	--1----	:30	1	\$90.00	4	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--1----		1				\$90.00		0.00			
33	8	09/14/16	09/14/16	M-F 6p-630p WED 6p-630p	CM	6:00 PM-6:30 PM	--1----	:30	1	\$350.00	4	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: 09/12/16	09/18/16	--1----		1				\$350.00		0.00			
34	8	09/14/16	09/14/16	M-F 630p-7p WED 630p-7p	CM	6:30 PM-7:00 PM	--1----	:30	1	\$300.00	4	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: 09/12/16	09/18/16	--1----		1				\$300.00		0.00			
35	8	09/14/16	09/14/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	--1----	:30	1	\$125.00	4	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: 09/12/16	09/18/16	--1----		1				\$125.00		0.00			
36	8	09/14/16	09/14/16	M-F 7a-8a WED 7a-8a	CM	7:00 AM-8:00 AM	--1----	:30	1	\$225.00	4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--1----		1				\$225.00		0.00			
37	8	09/14/16	09/14/16	M-F 8a-9a WED 8a-9a	CM	8:00 AM-9:00 AM	--1----	:30	1	\$140.00	4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--1----		1				\$140.00		0.00			

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37	8	09/14/16	09/14/16	M-F 8a-9a WED 8a-9a	CM	8:00 AM-9:00 AM	--1----	:30	1	\$140.00	4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--1----					1	\$140.00		0.00			
38	8	09/17/16	09/17/16	Late Run News Late Run News	CM	11:00 PM-12:00 XM (11:00 PM-12:00 XM)	XI-----S-	:30	1	\$125.00	4	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:		09/12/16	09/18/16	-----S-					1	\$125.00		0.00			
39	8	09/13/16	09/13/16	M-F 12a-1230a SEINFELD	CM	12a-1230a	-T-----	:30	1	\$15.00	4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$15.00		0.00			
40	8	09/13/16	09/13/16	M-F 1230a-1a INSIDER	CM	1230a-1a	-T-----	:30	1	\$10.00	4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$10.00		0.00			
41	8	09/18/16	09/18/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----S	:30	1	\$600.00	4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-----S					1	\$600.00		0.00			
42	8	09/17/16	09/17/16	ACC Football ACC Football	CM	12:30 PM-3:30 PM (12:30 PM-3:30 PM)	-----S-	:30	1	\$350.00	4	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:		09/12/16	09/18/16	-----S-					1	\$350.00		0.00			
43	8	09/17/16	09/17/16	College Football Reg Ss6M College Football Reg Ssn	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	1	\$250.00	4	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:		09/12/16	09/18/16	-----S-					1	\$250.00		0.00			
Totals													37	\$14,690.00	