

ORDER

WGHP-TV

Orders
Order / Rev: 384172
Alt Order #: 08391769
Product Desc: DSCC IE 5463
Estimate: 5463
Flight Dates: 09/27/16 - 10/03/16
Original Date / Rev: 10/06/16 / 10/06/16
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: Democratic Senatorial Campaign Cor
Demographic: A35+
Product Codes: PL4.b
Priority: 02
Revenue Codes: Agency, Political, Political-PAC

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/03/16	43	\$28,550.00	\$24,267.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	43	\$28,550.00	\$24,267.50	0.00
Totals	43	\$28,550.00	\$24,267.50	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	30%	\$28,550.00
Market	100%	\$95,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	2%	\$1,903.33
WFMY	18%	\$17,130.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	3%	\$2,855.00
WUNL	0%	\$0.00
WXII	38%	\$36,163.33
WXLV	9%	\$8,565.00

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	-TWTF--	:30	2	\$150.0002		0.00	NM	2	\$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	-TWTF--		2		\$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)	PI-TWTF--	:30	2	\$1,200.0002		0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--		2		\$1,200.00		0.00					

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3	8	09/27/16	10/03/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	-TWTF--	:30	2	\$150.00	02	0.00	NM	2	\$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	-TWTF--			2		\$150.00		0.00				
4	8	09/27/16	10/03/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM	-TWTF--	:30	2	\$150.00	02	0.00	NM	2	\$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	-TWTF--			2		\$150.00		0.00				
5	8	09/27/16	10/03/16	M-F 12p-1p TU-F,M 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-TWTF--	:30	2	\$250.00	02	0.00	NM	2	\$500.00
		<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	-TWTF--			2		\$250.00		0.00				
6	8	09/27/16	10/03/16	M-F 12p-1p TU-F,M 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-TWTF--	:30	2	\$250.00	02	0.00	NM	2	\$500.00
		<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	-TWTF--			2		\$250.00		0.00				
7	8	09/27/16	10/03/16	M-F 2p-3p THE REAL	CM	2:00 PM-3:00 PM	-TWTF--	:30	2	\$150.00	02	0.00	NM	2	\$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	-TWTF--			2		\$150.00		0.00				
8	8	09/27/16	10/03/16	M-F 4p-430p TU-F,M 4p-430p	CM	4:00 PM-4:30 PM	-TWTF--	: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	-TWTF--			2		\$350.00		0.00				
9	8	09/27/16	10/03/16	M-F 430p-5p TU-F,M 430p-5p	CM	4:30 PM-5:00 PM	-TWTF--	: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	-TWTF--			2		\$350.00		0.00				
10	8	09/27/16	10/03/16	M-F 5p-530p TU-F,M 5p-530p	CM	5:00 PM-5:30 PM	-TWTF--	:30	2	\$800.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$800.00		0.00				
11	8	09/27/16	10/03/16	M-F 530p-6p TU-F,M 530p-6p	CM	5:30 PM-6:00 PM	-TWTF--	:30	2	\$800.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$800.00		0.00				
12	8	09/27/16	10/03/16	M-F 6p-630p TU-F,M 6p-630p	CM	6:00 PM-6:30 PM	-TWTF--	:30	2	\$1,200.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$1,200.00		0.00				
13	8	09/27/16	10/03/16	M-F 6a-7a TU-F,M 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-TWTF--	:30	2	\$750.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$750.00		0.00				
14	8	09/27/16	10/03/16	M-F 630p-7p TU-F,M 630p-7p	CM	6:30 PM-7:00 PM	-TWTF--	: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:		09/27/16	10/03/16	-TWTF--			1		\$1,000.00		0.00				
15	8	09/27/16	10/03/16	M-F 7a-8a TU-F,M 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	2	\$750.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$750.00		0.00				
16	8	09/27/16	10/03/16	M-F 7a-8a TU-F,M 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	2	\$750.00	02	0.00	NM	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$750.00		0.00				
17	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)	-TWTF--	: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	-TWTF--			2		\$500.00		0.00				

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17	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)	-TWTF--	: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	-TWTF--			2		\$500.00	0.00					
18	8	09/27/16	10/03/16	M-F 8a-9a TU-F,M 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	: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	-TWTF--			2		\$500.00	0.00					
19	8	09/27/16	10/03/16	M-F 9a-10a TU-F,M 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	: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:		09/27/16	10/03/16	-TWTF--			2		\$400.00	0.00					
20	8	09/27/16	10/03/16	M-F 9a-10a TU-F,M 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-TWTF--	:30	2	\$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:		09/27/16	10/03/16	-TWTF--			2		\$400.00	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>		
2	8	09/27/16-10/03/16		M-F 9a-10a		9:30 AM-10:00 AM	-TWThF----	:30		(\$400.00)		0.00	NM		
Credited															
21	8	09/27/16	10/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	-TWT---	: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:		09/27/16	10/03/16	-TWT---			1		\$200.00	0.00					
22	8	10/02/16	10/02/16	Su 11p-1130p IN DEPTH	CM	11:00 PM-11:30 PM	-----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					
23	8	09/28/16	09/28/16	M-F 10p-11p WED 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:30	1	\$2,500.00	02	0.00	NM	1	\$2,500.00
		<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		\$2,500.00	0.00					
24	8	09/28/16	09/28/16	Wednesday Prime Hour EMPIRE	CM	9:00 PM-10:00 PM	--1----	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--1----			1		\$5,000.00	0.00					
25	8	09/27/16	10/03/16	M-F 9a-10a TU-F,M 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	AM-----	: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:		09/27/16	10/03/16	M-----			1		\$400.00	0.00					
Totals														43	\$28,550.00