

ORDER

WGHP-TV

Orders

Order / Rev: 388204
Alt Order #: 08399991
Product Desc: DSCC IE 5471
Estimate: 5471
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/20/16 / 10/20/16
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	10/24/16	60	\$42,950.00	\$36,507.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	60	\$42,950.00	\$36,507.50	0.00
Totals	60	\$42,950.00	\$36,507.50	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

Order Share	Share	Total
WGHP-TV	29%	\$42,950.00
Market	100%	\$148,103.45

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	2%	\$2,962.07
WFMY	23%	\$34,063.79
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	3%	\$4,443.10
WUNL	0%	\$0.00
WXII	34%	\$50,355.17
WXLV	9%	\$13,329.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/18/16	10/24/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	-TWTF--	:30	2	\$200.00	02	0.00	NM	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:		10/18/16	10/24/16	-TWTF--			2		\$200.00		0.00				
2	8	10/18/16	10/24/16	M-F 10p-11p TU-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-TWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	-TWTF--			2		\$1,500.00		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
3	8	10/18/16	10/24/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	-TWTF--	: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: 10/18/16	10/24/16	-TWTF--					4	\$200.00		0.00			
4	8	10/18/16	10/24/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM	-TWTF--	:30	2	\$200.00	02	0.00	NM	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: 10/18/16	10/24/16	-TWTF--					2	\$200.00		0.00			
5	8	10/18/16	10/24/16	M-F 12p-1p TU-F 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-TWTF--	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	-TWTF--					3	\$350.00		0.00			
6	8	10/18/16	10/24/16	M-F 12p-1p TU-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	-TWTF--	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	-TWTF--					3	\$350.00		0.00			
7	8	10/18/16	10/24/16	M-F 2p-3p THE REAL	CM	2:00 PM-3:00 PM	-TWTF--	:30	2	\$200.00	02	0.00	NM	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: 10/18/16	10/24/16	-TWTF--					2	\$200.00		0.00			
8	8	10/18/16	10/24/16	M-F 4p-430p TU-F 4p-430p	CM	4:00 PM-4:30 PM	-TWTF--	:30	3	\$400.00	02	0.00	NM	3	\$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: 10/18/16	10/24/16	-TWTF--					3	\$400.00		0.00			
9	8	10/18/16	10/24/16	M-F 430p-5p TU-F 430p-5p	CM	4:30 PM-5:00 PM	-TWTF--	:30	3	\$400.00	02	0.00	NM	3	\$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: 10/18/16	10/24/16	-TWTF--					3	\$400.00		0.00			
10	8	10/18/16	10/24/16	M-F 5p-530p TU-F 5p-530p	CM	5:00 PM-5:30 PM	-TWTF--	:30	2	\$900.00	02	0.00	NM	2	\$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: 10/18/16	10/24/16	-TWTF--					2	\$900.00		0.00			
11	8	10/18/16	10/24/16	M-F 5a-6a TU-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 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: 10/18/16	10/24/16	-TWTF--					2	\$500.00		0.00			
12	8	10/18/16	10/24/16	M-F 530p-6p TU-F 530p-6p	CM	5:30 PM-6:00 PM	-TWTF--	:30	2	\$900.00	02	0.00	NM	2	\$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: 10/18/16	10/24/16	-TWTF--					2	\$900.00		0.00			
13	8	10/18/16	10/24/16	M-F 6a-7a TU-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-TWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	-TWTF--					2	\$850.00		0.00			
14	8	10/18/16	10/24/16	M-F 6p-630p TU-F 6p-630p	CM	6:00 PM-6:30 PM	-TWTF--	:30	2	\$1,400.00	02	0.00	NM	2	\$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: 10/18/16	10/24/16	-TWTF--					2	\$1,400.00		0.00			
15	8	10/18/16	10/24/16	M-F 6a-7a TU-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-TWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	-TWTF--					2	\$850.00		0.00			
16	8	10/18/16	10/24/16	M-F 630p-7p TU-F 630p-7p	CM	6:30 PM-7:00 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: 10/18/16	10/24/16	-TWTF--					2	\$1,200.00		0.00			
17	8	10/18/16	10/24/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	-TWTF--					2	\$850.00		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
17	8	10/18/16	10/24/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/18/16	10/24/16	-TWTF--			2		\$850.00	0.00					
18	8	10/18/16	10/24/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	2	\$850.00	02	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/18/16	10/24/16	-TWTF--			2		\$850.00	0.00					
19	8	10/18/16	10/24/16	M-F 8a-9a TU-F 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-TWTF--	:30	3	\$700.00	02	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/18/16	10/24/16	-TWTF--			3		\$700.00	0.00					
20	8	10/18/16	10/24/16	M-F 8a-9a TU-F 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	:30	3	\$700.00	02	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/18/16	10/24/16	-TWTF--			3		\$700.00	0.00					
21	8	10/18/16	10/24/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	:30	3	\$500.00	02	0.00	NM	3	\$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:		10/18/16	10/24/16	-TWTF--			3		\$500.00	0.00					
22	8	10/18/16	10/24/16	M-F 9a-10a TU-F 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-TWTF--	:30	3	\$500.00	02	0.00	NM	3	\$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:		10/18/16	10/24/16	-TWTF--			3		\$500.00	0.00					
23	8	10/18/16	10/24/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	-T-T---	: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:		10/18/16	10/24/16	-T-T---			1		\$250.00	0.00					
N 24	8	10/23/16	10/23/16	Su 11p-1130p IN DEPTH	CM	11:00 PM-11:30 PM	-----1	:30	1	\$200.00	02	0.00	NM	0	\$0.00
		<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		\$200.00	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>				
1	8	10/17/16-10/23/16		Su 11p-1130p		11:00 PM-11:30 PM	-----Su	:30	(\$200.00)	0.00	NM				
Credited															
25	8	10/18/16	10/21/16	M-F 10p-11p TU-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-TWTF--	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<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	-TWTF--			2		\$1,500.00	0.00					
27	8	10/18/16	10/24/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AIM-----	: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:		10/18/16	10/24/16	M-----			1		\$200.00	0.00					
31	8	10/19/16	10/19/16	Presidential Debate Presidential Debate	CM	9:00 PM-11:30 PM (9:00 PM-11:30 PM)	--W----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<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	--W----			1		\$6,000.00	0.00					
N 32	8	10/23/16	10/23/16	Su 1130p-1230a TMZ	CM	1130p-1230a	-----S	: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:		10/17/16	10/23/16	-----S			1		\$200.00	0.00					
													Totals	60	\$42,950.00