

**ORDER**

WGHP-TV

**Orders**

**Order / Rev:** 394439  
**Alt Order #:** 08412140  
**Product Desc:** DSCC IE 10/11 559  
**Estimate:** 5593  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 10/10/16 / 10/10/16  
**Order Type:** GENERAL

*Revision*

**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 Con  
**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	10/17/16	17	\$11,350.00	\$9,647.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	17	\$11,350.00	\$9,647.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$11,350.00</b>	<b>\$9,647.50</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**

	Share	Total
WGHP-TV	19%	\$11,350.00
Market	100%	\$59,736.84

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	2%	\$1,194.74
WFMY	0%	\$0.00
WGPX	18%	\$10,752.63
WLXI	0%	\$0.00
WMYV	2%	\$1,194.74
WUNL	0%	\$0.00
WXII	49%	\$29,271.05
WXLV	10%	\$5,973.68

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/11/16	10/17/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	1	\$950.00	02	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/11/16	10/17/16	-TWTF--			1		\$950.00	0.00					
2	8	10/11/16	10/17/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	1	\$950.00	02	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/11/16	10/17/16	-TWTF--			1		\$950.00	0.00					

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Advertiser: Democratic Senatorial Campaign Comm  
 Product Desc: DSCC IE 10/11 559  
 Estimate: 5593

WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	8	10/11/16	10/17/16	M-F 8a-9a MON 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	M-----	: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:		10/11/16	10/17/16	M-----			1		\$800.00	0.00					
9	8	10/11/16	10/17/16	M-F 8a-9a MON 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	M-----	: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:		10/11/16	10/17/16	M-----			1		\$800.00	0.00					
10	8	10/11/16	10/17/16	M-F 9a-10a MON 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	M-----	:30	1	\$600.00	02	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:		10/11/16	10/17/16	M-----			1		\$600.00	0.00					
11	8	10/11/16	10/17/16	M-F 9a-10a MON 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	M-----	:30	1	\$600.00	02	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:		10/11/16	10/17/16	M-----			1		\$600.00	0.00					
N 12	8	10/12/16	10/14/16	M-F 11a-12p CRIME WATCH	CM	11a-12p	--WTF--	: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:		10/10/16	10/16/16	--WTF--			1		\$200.00	0.00					
N 13	8	10/12/16	10/14/16	M-F 4p-430p W-F 4p-430p	CM	4p-430p	--WTF--	:30	1	\$700.00	02	0.00	NM	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:		10/10/16	10/16/16	--WTF--			1		\$700.00	0.00					
N 14	8	10/11/16	10/14/16	M-F 430a-5a TU-F 430a-5a	CM	430a-5a	-TWTF--	:30	4	\$50.00	02	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/10/16	10/16/16	-TWTF--			4		\$50.00	0.00					
N 15	8	10/17/16	10/17/16	M-F 430a-5a MON 430a-5a	CM	430a-5a	M-----	:30	1	\$50.00	02	0.00	NM	1	\$50.00
		<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	M-----			1		\$50.00	0.00					
N 16	8	10/14/16	10/14/16	M-F 430p-5p FRI 430p-5p	CM	430p-5p	----F--	:30	1	\$700.00	02	0.00	NM	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:		10/10/16	10/16/16	----F--			1		\$700.00	0.00					
N 17	8	10/14/16	10/14/16	M-F 5p-530p FRI 5p-530p	CM	5p-530p	----F--	:30	1	\$1,500.00	02	0.00	NM	1	\$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	----F--			1		\$1,500.00	0.00					
N 18	8	10/17/16	10/17/16	M-F 530p-6p MON 530p-6p	CM	530p-6p	M-----	:30	1	\$1,500.00	02	0.00	NM	1	\$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	M-----			1		\$1,500.00	0.00					
N 19	8	10/12/16	10/14/16	M-F 6p-630p TU-F 6p-630p	CM	6p-630p	--WTF--	:30	1	\$1,800.00	02	0.00	NM	1	\$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	--WTF--			1		\$1,800.00	0.00					
													Totals	17	\$11,350.00