

**ORDER****WDBJ7**

**Orders**  
**Order / Rev:** 40729  
**Alt Order #:**  
**Product Desc:** PRIORITIES USA ACTION-TV  
**Estimate:** 4552  
**Flight Dates:** 08/23/16 - 08/29/16  
**Original Date / Rev:** 04/07/16 / 04/11/16  
**Order Type:** GENERAL

**WDBJ Television Inc.**

**Primary AE:** Brian Boush  
**Sales Office:** Poli  
**Sales Region:** Pol

**Agency Name:** TARGETED PLATFORM MEDIA  
**Buying Contact:**  
**Billing Contact:**  
 1291 HOLLYWOOD DR.  
 ANNAPOLIS, VA 21403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** ISS / PRIORITIES USA ACTION  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** ISSUE  
**Revenue Codes:** AGY, POL NON HRP, POL ISS

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/28/16	29	\$27,115.00	\$23,047.75
08/29/16	08/29/16	2	\$1,690.00	\$1,436.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	29	\$27,115.00	\$23,047.75	172.80
September 2016	2	\$1,690.00	\$1,436.50	14.90
<b>Totals</b>	<b>31</b>	<b>\$28,805.00</b>	<b>\$24,484.25</b>	<b>187.70</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian Boush			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WDBJ Television Inc.	50%	\$28,805.00
Market	100%	\$57,610.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
CW	2%	\$1,152.20
MyNet	0%	\$0.00
MYTV	0%	\$0.00
VANC	0%	\$0.00
WBRA	0%	\$0.00
WDRL	0%	\$0.00
WFXR	16%	\$9,217.60
WPXR	0%	\$0.00
WSET	22%	\$12,674.20
WSLS	10%	\$5,761.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDBJ7	08/23/16	08/26/16	M-F 6-7A MORNIN'	CM	M-F 6-7A	-TWTF--	:30	4	\$675.00	ISSU	5.00	NM	4	\$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:		08/22/16	08/28/16	-TWTF--			4		\$675.00		5.00				
E 2	WDBJ7	08/23/16	08/26/16	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$610.00	ISSU	3.50	NM	2	\$1,220.00

Order / Rev: 40729  
 Alt Order #:  
 Flight Dates: 08/23/16 - 08/29/16

Advertiser: ISS / PRIORITIES USA ACTION  
 Product Desc: PRIORITIES USA ACTION-TV  
 Estimate: 4552

WDBJ Television Inc.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDBJ7	08/23/16	08/26/16	M-F 7-9A CBS EARLY SHOW	CM	M-F 7-9A	-TWTF--	:30	2	\$610.00	ISSU	3.50	NM	2	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		2			\$610.00			3.50			
E 3	WDBJ7	08/23/16	08/26/16	M-F 9-10A LIVE WITH KELLY AND MICHA	CM	M-F 9-10A	-TWTF--	:30	2	\$330.00	ISSU	2.30	NM	2	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		2			\$330.00			2.30			
E 4	WDBJ7	08/23/16	08/26/16	M-F 11A-12N THE PRICE IS RIGHT	CM	M-F 11A-12P	-TWTF--	:30	3	\$525.00	ISSU	4.70	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		3			\$525.00			4.70			
E 5	WDBJ7	08/23/16	08/29/16	M-F 12N-1230P NEWS 7 AT NOON	CM	M-F 12-1230P	MTWTF--	:30	4	\$570.00	ISSU	7.60	NM	5	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		4			\$570.00			7.60			
	Week:	08/29/16	09/04/16	M-----		1			\$570.00			7.60			
E 6	WDBJ7	08/23/16	08/29/16	M-F 530-6P ANDY GRIFFITH	CM	M-F 530-6P	MTWTF--	:30	4	\$1,120.00	ISSU	7.30	NM	5	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		4			\$1,120.00			7.30			
	Week:	08/29/16	09/04/16	M-----		1			\$1,120.00			7.30			
E 7	WDBJ7	08/23/16	08/26/16	M-F 6-630P NEWS 7 AT 6	CM	M-F 6-630P	-TWTF--	:30	4	\$1,425.00	ISSU	10.20	NM	4	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		4			\$1,425.00			10.20			
E 8	WDBJ7	08/23/16	08/26/16	M-F 7-730P WHEEL OF FORTUNE	CM	M-F 7-730P	-TWTF--	:30	1	\$1,410.00	ISSU	10.50	NM	1	\$1,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		1			\$1,410.00			10.50			
E 9	WDBJ7	08/23/16	08/26/16	M-F 11-1135P M-F NEWS 7 AT 11 WEEKDAY	CM	M-F 11-1135P	-TWTF--	:30	3	\$1,125.00	ISSU	5.40	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-TWTF--		3			\$1,125.00			5.40			
E 10	WDBJ7	08/23/16	08/23/16	TUE HOUR 1 TUE 8-9P	CM	TUE 8-9P	-T-----	:30	1	\$1,915.00	ISSU	0.00	NM	1	\$1,915.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/22/16	08/28/16	-T-----		1			\$1,915.00			0.00			
N 11	WDBJ7	08/26/16	08/26/16	FRI HOUR 3 BLUE BLOODS	CM	FRI 10-11P	----F--	:30	1	\$1,800.00	ISSU	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:	08/22/16	08/28/16	----F--		1			\$1,800.00			0.00			
													Totals	31	\$28,805.00

# New Order

40729

**Agency:** Targeted Platform Media

**Office:** Washington

**Client:** 750 - Priorities USA Action

**Product:** 760 - TV

**Piggyback Product:**

**Estimate:** 4552 - 8/23-8/29

**Station:** WDBJ-TV

**Order Type:** Normal

**Cancel Date:**

**Received in ePort:** 4/6/2016 12:50:08 PM

**Flight Start:** 08/23/2016  
**Flight End:** 08/29/2016  
**Hiatus:**

**Primary Demo:**

**Demo 2:**

**Demo 3:**

**GRP:** 0.00

**CPP:** \$0.00

**GIMP:** 0

**CPM:** \$0.00

**Comments:** Separation: 30

**Local/National:**

**Rep Office:**

**AE:**

**Phone:**

**OrderID:**

**Status:**

Local

WDBJ-TV

Brian Boush

4938940

New

**Airtime Dollars:** \$28,805.00

**Interactive Dollars:** \$0.00

**Non-Airtime Dollars:** \$0.00

**Total Dollars:** \$28,805.00

**Total Spots:** 31

**MarketShare:**

## Weekly Airtime Lines

Line	Daypart	DPT	Code	Rate	C/T	Len	8/23	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 6A-7A WDBJ7 MORNING	EM	EM	\$675.00	C	30	4	4				
2	TuWThFM 7A-9A CBS THIS MORNING	EM	EM	\$610.00	C	30	2	2				
3	TuWThFM 9A-10A LIVE! WITH KELLY & MICHAEL	DT	DT	\$330.00	C	30	2	2				
4	TuWThFM 11A-12P THE PRICE IS RIGHT	DT	DT	\$525.00	C	30	3	3				
5	TuWThFM 12P- 12:30P WDBJ7 AT NOON	DT	DT	\$570.00	C	30	5	5				
6	TuWThFM 5:30P-6P ANDY GRIFFITH	EF	EF	\$1,120.00	C	30	5	5				
7	TuWThFM 6P-6:30P WDBJ7 AT 6:00	EN	EN	\$1,425.00	C	30	4	4				

**Agency:**

## Targeted Platform Media

**Station:**

WDBJ-TV

**Order ID:**

4938940

**Client:**

## 750 - Priorities USA Action

**Product:**

760 - TV

**Estimate:**

4552 - 8/23-8/29

**Flight Start:**

08/23/2016

**Flight End:**

08/29/2016

Received in ePort:

4/6/2016 12:50:08 PM

Line	Daypart	DPT	Code	Rate	C/T	Len	8/23	Total Spots	Rtg	CPP	Imp	CPM
No	(Program)											
8	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA		\$1,410.00	C	30	1	1				
Jul-2015LP (pav)												
9	TuWThFM 11P- 11:35P WDBUT AT 11:00	LN		\$1,125.00	C	30	3	3				
Jul-2015LP (pav)												
10	Tu 8P-9P NCIS	PT		\$1,915.00	C	30	1	1				
Jul-2015LP (pav)												
11	F 10P-11P BLUE BLOODS	PT		\$1,800.00	C	30	1	1				
Jul-2015LP (pav)												
Total Spots:								31				
Cash\$ - Spots: \$28,805.00 - 31    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$28,805.00    Total GRP - CPP: 0.0 - \$0.00    Total GIMP(000) - CPM: 0 - \$0.00												