

ORDER



WGTU

Orders
Order / Rev: 399302
Alt Order #: 07735660
Product Desc: SAFE ROADS YES
Estimate:
Flight Dates: 04/18/15 - 04/21/15
Original Date / Rev: 04/17/15 / 04/17/15
Order Type: GENERAL

Primary AE: HRP HRP-Washington DC
Sales Office: HRPDC
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 N Ft Myer Dr Ste 400
 Arlington, VA 22209

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

Advertiser Name: Safe Road Yes
Demographic: A18-54
Product Codes: PL Advocacy
Priority: POL-2
Revenue Codes: AGY, Political, Political Issue

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 |
|------------|----------|---------|--------------|------------|
| 03/30/15 | 04/21/15 | 7 | \$760.00 | \$646.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-----------------|-----------------|-------------|
| April 2015 | 7 | \$760.00 | \$646.00 | 0.00 |
| Totals | 7 | \$760.00 | \$646.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-----------------------|--------------|--------------|-------------------------------|---------|
| HRP HRP-Washington DC | HRPDC | NAT | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WGTU | 3% | \$760.00 |
| Market | 100% | \$25,333.33 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| ABVC | 0% | \$0.00 |
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCMV | 0% | \$0.00 |
| WCMW | 0% | \$0.00 |
| WFQX | 4% | \$1,013.33 |
| WFXV | 0% | \$0.00 |
| WGTQ | 0% | \$0.00 |
| WPBN | 43% | \$10,893.33 |
| WTOM | 0% | \$0.00 |
| WWTV | 50% | \$12,666.67 |
| WWUP | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|----------------------------|-------|-------------------|---------|-------------|-------|---------------|------|------|------|-------|----------|
| E 1 | WGTU | 04/20/15 | 04/20/15 | NIGHTLINE Nightline | CM | 12:30 AM-1:30 AM | 1----- | 1:00 | 1 | \$40.00 | POL- | 0.00 | NM | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 04/20/15 | 04/26/15 | 1----- | | 1 | | \$40.00 | | 0.00 | | | | | |
| E 2 | WGTU | 04/20/15 | 04/21/15 | M-F 730p-8p M-F 730p-8p | CM | 7:30 PM-8:00 PM | MT----- | 1:00 | 2 | \$200.00 | POL- | 0.00 | NM | 2 | \$400.00 |

Order / Rev: 399302
 Alt Order #: 07735660
 Flight Dates: 04/18/15 - 04/21/15

Advertiser: Safe Road Yes
 Product Desc: SAFE ROADS YES
 Estimate:

WGTV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-------------------------------|-------|-------------------|---------|-------------|-------|---------------|------|------|--------|-------|----------|
| E 2 | WGTV | 04/20/15 | 04/21/15 | M-F 730p-8p M-F 730p-8p | CM | 7:30 PM-8:00 PM | MT----- | 1:00 | 2 | \$200.00 | POL- | 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: 04/20/15 | 04/26/15 | MT----- | | 2 | | \$200.00 | | 0.00 | | | | | |
| E 3 | WGTV | 04/20/15 | 04/21/15 | M-F Late News Late News | CM | 11:00 PM-11:35 PM | MT----- | 1:00 | 2 | \$120.00 | POL- | 0.00 | NM | 2 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 04/20/15 | 04/26/15 | MT----- | | 2 | | \$120.00 | | 0.00 | | | | | |
| E 4 | WGTV | 04/20/15 | 04/21/15 | JIMMY KIMMEL Jimmy JKimmel | CM | 11:30 PM-12:30 AM | MT----- | 1:00 | 2 | \$40.00 | POL- | 0.00 | NM | 2 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 04/20/15 | 04/26/15 | MT----- | | 2 | | \$40.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 7 | \$760.00 |