

ORDER



Orders
Order / Rev: 576584
Alt Order #: 08834541
Product Desc: FAIRFAX FOR LT GOV
Estimate: 6078
Flight Dates: 10/10/17 - 10/16/17
Original Date / Rev: 10/09/17 / 10/09/17
Order Type: GENERAL

WTVR-TV

Primary AE: Teresa DiFuria
Sales Office: NPHL
Sales Region: National

Agency
Name: Greer Margolis & Mitchell, Inc
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: Fairfax/D/LtGov/VA
Demographic: HH
Product Codes: PL2.f.ii
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/16/17	15	\$5,275.00	\$4,483.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	15	\$5,275.00	\$4,483.75	0.00
Totals	15	\$5,275.00	\$4,483.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa DiFuria			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVR-TV	22%	\$5,275.00
Market	100%	\$23,977.27

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCVE	0%	\$0.00
WCVW	0%	\$0.00
WRIC	11%	\$2,637.50
WRLH	9%	\$2,157.95
WUPV	1%	\$239.77
WWBT	57%	\$13,667.05
WXOB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	6	10/10/17	10/16/17	M-F 530a-6a M-F 530a-6a	CM	5:30 AM-6:00 AM	MTWTF--	:30	1	\$375.00	03	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/10/17	10/16/17	MTWTF--			1			\$375.00		0.00			
E 2	6	10/10/17	10/16/17	M-F 6a-7a M-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	1	\$500.00	03	0.00	NM	1	\$500.00

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WTVR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	6	10/10/17	10/16/17	M-F 6a-7a M-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	1	\$500.00	03	0.00	NM	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:		10/10/17	10/16/17	MTWTF--	1		\$500.00		0.00						
E 3	6	10/10/17	10/16/17	M-F 6a-7a M-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	1	\$525.00	03	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/17	10/16/17	MTWTF--	1		\$525.00		0.00						
E 4	6	10/10/17	10/16/17	M-F 7a-9a M-F 7a-8a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$250.00	04	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:		10/10/17	10/16/17	MTWTF--	1		\$250.00		0.00						
E 5	6	10/10/17	10/16/17	M-F 7a-9a M-F 8a-9a	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$225.00	04	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/17	10/16/17	MTWTF--	1		\$225.00		0.00						
E 6	6	10/15/17	10/15/17	Su 9a-1030a Su 9a-1030a	CM	9:00 AM-10:30 AM	-----1	:30	1	\$350.00	04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/17	10/15/17	-----1	1		\$350.00		0.00						
E 7	6	10/10/17	10/16/17	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	1	\$100.00	04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/17	10/16/17	MTWTF--	1		\$100.00		0.00						
E 8	6	10/10/17	10/16/17	M-F 12p-1230p M-F 12p-1230p	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$275.00	04	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/17	10/16/17	MTWTF--	1		\$275.00		0.00						
E 9	6	10/10/17	10/16/17	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$375.00	04	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/17	10/16/17	MTWTF--	1		\$375.00		0.00						
E 10	6	10/10/17	10/16/17	M-F 530p-6p M-F 530p-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$500.00	03	0.00	NM	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:		10/10/17	10/16/17	MTWTF--	1		\$500.00		0.00						
E 11	6	10/10/17	10/16/17	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$425.00	04	0.00	NM	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:		10/10/17	10/16/17	MTWTF--	2		\$425.00		0.00						
E 12	6	10/10/17	10/16/17	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$500.00	03	0.00	NM	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:		10/10/17	10/16/17	MTWTF--	1		\$500.00		0.00						
E 13	6	10/10/17	10/16/17	M-F 11p-1135p M-F 11p-1135p	CM	11:00 PM-11:35 PM	MTWTF--	:30	1	\$250.00	07	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:		10/10/17	10/16/17	MTWTF--	1		\$250.00		0.00						
E 14	6	10/14/17	10/15/17	Sa-Su 11p-1135p Sa-Su 11p-1135p	CM	11:00 PM-11:35 PM	-----SS	:30	1	\$200.00	07	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:		10/09/17	10/15/17	-----SS	1		\$200.00		0.00						
Totals													15	\$5,275.00	