

## ORDER



WOOD Grand Rapids

**Orders**  
**Order / Rev:** 813485  
**Alt Order #:** 25088026  
**Product Desc:** TV  
**Estimate:** 4432  
**Flight Dates:** 03/05/16 - 03/08/16  
**Original Date / Rev:** 03/04/16 / 03/04/16  
**Order Type:** REG

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street Northwest  
 Washington, DC 20007

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

**Advertiser Name:** POL/Hillary Clinton For President  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13227  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/11/16	38	\$7,415.00	\$6,302.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	38	\$7,415.00	\$6,302.75	0.00
<b>Totals</b>	<b>38</b>	<b>\$7,415.00</b>	<b>\$6,302.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WOOD Grand Rapids	27%	\$7,415.00
Market	100%	\$27,462.96

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	4%	\$1,098.52
WTLJ	0%	\$0.00
WWMT	36%	\$9,886.67
WXMI	10%	\$2,746.30
WXSP	2%	\$549.26
WZPX	0%	\$0.00
WZZM	21%	\$5,767.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	03/07/16	03/08/16	WOOD News @430am	CM	430-5a	MTWTF--	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
WOOD News @ 430am															
News 8 Daybreak At 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		03/07/16	03/13/16	MTWTF--	1		\$25.00	0.00							
E 2	WOOD	03/07/16	03/08/16		CM	5a-6am	MTWTF--	:30	2	\$100.00	P5	0.00	NM	2	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5am Daybreak															
5am Daybreak															
News 8 Daybreak Early Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					2	\$100.00		0.00			
E 5	WOOD	03/05/16	03/05/16	Daybreak Sat @6am	CM	6-7a	-----S-	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
Daybreak Sat 6am															
News 8 Daybreak Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S-					1	\$75.00		0.00			
E 7	WOOD	03/05/16	03/05/16	Today Show Sa	CM	758-10a	-----S-	:30	1	\$150.00	P5	0.00	NM	1	\$150.00
Today Show Saturday															
Saturday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S-					1	\$150.00		0.00			
E 8	WOOD	03/06/16	03/06/16	Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
Daybreak Sun @6am															
News 8 Daybreak Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S					1	\$75.00		0.00			
E 9	WOOD	03/06/16	03/06/16	Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
Daybreak Sun @7am															
News 8 Daybreak Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S					1	\$125.00		0.00			
E 10	WOOD	03/07/16	03/08/16	Today Show II	CM	9-10a	MTWTF--	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
Today Show 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$125.00		0.00			
E 11	WOOD	03/07/16	03/08/16	Today Show III	CM	10-11a	MTWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
Today Show 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$100.00		0.00			
E 12	WOOD	03/07/16	03/08/16	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
eightWest															
8 West															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$50.00		0.00			
E 13	WOOD	03/07/16	03/08/16	Noon News	CM	12-1p	MTWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
News 8 @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$100.00		0.00			
E 14	WOOD	03/07/16	03/08/16	Days of Our Lives	CM	1-2p	MTWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$100.00		0.00			
E 15	WOOD	03/07/16	03/08/16	M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$40.00	P5	0.00	NM	1	\$40.00
M-F 2-3p															
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$40.00		0.00			
E 16	WOOD	03/07/16	03/08/16	M-F 3-4p	CM	3-4p	MTWTF--	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
M-F 3-4p															
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--					1	\$50.00		0.00			
E 17	WOOD	03/07/16	03/08/16		CM	4-5p	MTWTF--	:30	1	\$150.00	P5	0.00	NM	1	\$150.00

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M-F 4-5p M-F 4-5p Ellen <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$150.00 0.00															
E 18	WOOD	03/07/16	03/08/16	M-F 5p News M-F News 8 @5p	CM	5-530p	MTWTF--	:30	1	\$300.00	P5	0.00	NM	1	\$300.00
News 8 At 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$300.00 0.00															
E 19	WOOD	03/07/16	03/08/16	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MTWTF--	:30	1	\$325.00	P5	0.00	NM	1	\$325.00
News 8 At 530PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$325.00 0.00															
E 20	WOOD	03/07/16	03/08/16	M-F 6p News M-F News 8 @6p	CM	6-630p	MTWTF--	:30	1	\$450.00	P5	0.00	NM	1	\$450.00
News 8 At 6PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$450.00 0.00															
E 21	WOOD	03/07/16	03/08/16	NBC Nightly News WKD NBC Nightly News	CM	628-7p	MTWTF--	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
NBC Nightly News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$500.00 0.00															
E 22	WOOD	03/05/16	03/05/16	Sat 6p News 8 Sat News 8 @6p	CM	6-7p	-----S-	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
News 8 At 6PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/29/16 03/06/16 -----S- 1 \$250.00 0.00															
E 23	WOOD	03/06/16	03/06/16	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	1	\$350.00	P5	0.00	NM	1	\$350.00
News 8 At 6PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/29/16 03/06/16 -----S 1 \$350.00 0.00															
E 24	WOOD	03/07/16	03/08/16	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
Inside Edition <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$250.00 0.00															
E 25	WOOD	03/07/16	03/08/16	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
Access Hollywood <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$200.00 0.00															
E 28	WOOD	03/07/16	03/08/16	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	:30	1	\$400.00	P5	0.00	NM	1	\$400.00
News 8 At 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/07/16 03/13/16 MTWTF-- 1 \$400.00 0.00															
E 29	WOOD	03/05/16	03/05/16	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$400.00	P5	0.00	NM	1	\$400.00
News 8 At 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/29/16 03/06/16 -----S- 1 \$400.00 0.00															
E 30	WOOD	03/06/16	03/06/16	Late News 8 @ 11 Sunday News 8 @11	CM	11-1130p	-----S	:30	1	\$325.00	P5	0.00	NM	1	\$325.00
News 8 At 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/29/16 03/06/16 -----S 1 \$325.00 0.00															
E 31	WOOD	03/07/16	03/08/16		CM	1135-1235a	MTWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show w/ Fallon											
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/16	03/13/16	MTWTF--			1		\$200.00		0.00				
E 32	WOOD	03/07/16	03/08/16	Late Night	CM	1237a-137a	MTWTF--	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
				Late Night w/Seth Meyers											
				Late Night											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/16	03/13/16	MTWTF--			1		\$75.00		0.00				
E 33	WOOD	03/05/16	03/05/16	SNL	CM	1130p-103a	-----S-	:30	1	\$300.00	P5	0.00	NM	1	\$300.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
				Saturday Night Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/29/16	03/06/16	-----S-			1		\$300.00		0.00				
N 34	WOOD	03/07/16	03/08/16	6am Daybreak	CM	6-7a	MT-----	:30	2	\$325.00	P4	0.00	NM	2	\$650.00
				6am Daybreak											
				News 8 Daybreak Early Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/16	03/13/16	MT-----			2		\$325.00		0.00				
N 35	WOOD	03/07/16	03/08/16	Today Show M-F	CM	658-9a	MT-----	:30	3	\$325.00	P4	0.00	NM	3	\$975.00
				Today Show											
				News 8 Daybreak Early Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/16	03/13/16	MT-----			3		\$325.00		0.00				
N 36	WOOD	03/06/16	03/06/16	Daybreak Sun @5am	CM	Su 5a-6a	-----S	:30	2	\$25.00	P4	0.00	NM	2	\$50.00
				Daybreak Sun @5am											
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/29/16	03/06/16	-----S			2		\$25.00		0.00				
N 37	WOOD	03/05/16	03/05/16	Daybreak Sat @5am	CM	Sa 5a-6a	-----S-	:30	2	\$25.00	P5	0.00	NM	2	\$50.00
				Daybreak Sat @5am											
				News 8 Daybreak At 430A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/29/16	03/06/16	-----S-			2		\$25.00		0.00				
													Totals	38	\$7,415.00