

ORDER



Orders
Order / Rev: 682947
Alt Order #: WOC10766640
Product Desc: Candidate
Estimate: 3290
Flight Dates: 11/01/17 - 11/07/17
Original Date / Rev: 11/02/17 / 11/02/17
Order Type: NORMAL

WDBJ

Primary AE: Charles Brian Boush
Sales Office: ROAN
Sales Region: National

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

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

Advertiser Name: Ed Gillespie for Governor
Demographic: A35+
Product Codes: Candidate - State - Governor
Priority: P-06
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID: 141999
Agency External ID: 5623
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/07/17	67	\$18,935.00	\$16,094.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	67	\$18,935.00	\$16,094.75	0.00
Totals	67	\$18,935.00	\$16,094.75	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDBJ	11/01/17	11/07/17	News 7 Early Mornin' @ 5a News 7 Early Mornin' @ 5a (Program: WDBJ7 EARLY MN)Target 200119 Index: 115. Nielsen: 2.3	CM	5:00 AM-6:00 AM	-11-1--	:30	3	\$90.00	P-03	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/17	11/07/17	-11-1--		3				\$90.00		0.00			
2	WDBJ	11/01/17	11/06/17	News 7 Mornin' @ 6a News 7 Mornin' @ 6a (Program: WDBJ7 MORNIN')Target 200119 Index: 115. Nielsen: 5.0	CM	6:00 AM-7:00 AM	1--1---	:30	2	\$205.00	P-03	0.00	NM	2	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/17	11/07/17	1--1---		2				\$205.00		0.00			
3	WDBJ	11/01/17	11/06/17	CBS This Morning CBS This Morning (Program: CBS THIS MORNING)Target 200119 Index: 113. Nielsen: 4.4	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	1-1-1--	:30	3	\$165.00	P-03	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/17	11/07/17	1-1-1--		3				\$165.00		0.00			
4	WDBJ	11/01/17	11/04/17	News 7 Sat Morning News 7 Sat Morning (Program: WDBJ7 SAT MORN)Target 200119 Index: 115. Nielsen: 5.4	CM	6:00 AM-8:00 AM	-----1-	:30	1	\$80.00	P-06	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/17	11/05/17	-----1-		1				\$80.00		0.00			
5	WDBJ	11/01/17	11/05/17	CBS Sunday Morning CBS Sunday Morning (Program: CBS SUNDAY)Target 200119 Index: 111. Nielsen: 5.7	CM	9:00 AM-10:30 AM	-----1	:30	1	\$325.00	P-02	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/17	11/05/17	-----1		1				\$325.00		0.00			

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WDBJ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WDBJ	11/01/17	11/03/17	M-F 9a-10a M-F 9a-10a (Program: LVE-KELLY&RYAN)Target 200119 Index: 114. Nielsen: 2.3	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	---11--	:30	2	\$55.00	P-06	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	---11--					2	\$55.00		0.00			
7	WDBJ	11/01/17	11/07/17	Let's Make A Deal Let's Make a Deal (Program: LETS-DEAL1-CBS/LETS-DEAL2-CBS)Target 200119 Index: 106. Nielsen: 1.7	CM	10:00 AM-11:00 AM	11--1--	:30	3	\$130.00	P-02	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	11--1--					3	\$130.00		0.00			
8	WDBJ	11/01/17	11/07/17	Price Is Right Price Is Right (Program: PRICE-RT 1-CBS/PRICE-RT 2-CBS)Target 200119 Index: 106. Nielsen: 3.8	CM	11:00 AM-12:00 PM	1-1-1---	:30	2	\$250.00	P-02	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:		11/01/17	11/07/17	-1-1---					2	\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WDBJ	11/01/17-11/07/17	Price Is Right		11:00 AM-12:00 PM	-T-Th-----	:30		(\$250.00)		0.00	NM		
				See MG 23.2,23.3,23.4 [Preempt]											
9	WDBJ	11/01/17	11/02/17	News 7 @ Noon News 7 @ Noon (Program: WDBJ7 NWS@NOON)Target 200119 Index: 109. Nielsen: 6.5	CM	12:00 PM-12:30 PM	--11---	:30	2	\$175.00	P-03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	--11---					2	\$175.00		0.00			
10	WDBJ	11/01/17	11/07/17	Soap Rotator Soap Rotator (Program: YOUNG & RESTLESS)Target 200119 Index: 102. Nielsen: 4.9	CM	12:30 PM-2:00 PM (12:30 PM-2:00 PM)	11111--	:30	5	\$230.00	P-02	0.00	NM	5	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	11111--					5	\$230.00		0.00			
11	WDBJ	11/01/17	11/02/17	The Talk The Talk (Program: TALK-CBS<)>Target 200119 Index: 99. Nielsen: 2.0	CM	2:00 PM-3:00 PM	--11---	:30	2	\$175.00	P-02	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	--11---					2	\$175.00		0.00			
12	WDBJ	11/01/17	11/06/17	News 7 @ 4p M-F News 7 @ 4p M-F (Program: WDBJ @ 4)Target 200119 Index: 101. Nielsen: 2.5	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	1-11---	:30	3	\$65.00	P-07	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-11---					3	\$65.00		0.00			
13	WDBJ	11/01/17	11/06/17	News 7 @ 5p M-F News 7 @ 5p M-F (Program: WDBJ7 NWS AT 5)Target 200119 Index: 115. Nielsen: 7.6	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-111--	:30	4	\$325.00	P-03	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-111--					4	\$325.00		0.00			
14	WDBJ	11/01/17	11/06/17	M-F 530p-6p M-F 530p-6p (Program: ANDY GRIFFITH)Target 200119 Index: 118. Nielsen: 6.1	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	1--1---	:30	2	\$295.00	P-03	0.00	NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1--1---					2	\$295.00		0.00			
15	WDBJ	11/01/17	11/03/17	News 7 @ 6p M-F News 7 @ 6p M-F (Program: WDBJ7 NWS AT 6)Target 200119 Index: 118. Nielsen: 13.0	CM	6:00 PM-6:30 PM	--1-1--	:30	2	\$535.00	P-03	0.00	NM	2	\$1,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	--1-1--					2	\$535.00		0.00			
16	WDBJ	11/01/17	11/06/17	Early News Rotator M-F Early News Rotator M-F (Program: WDBJ7 NWS AT 6<)>Target 200119 Index: 116. Nielsen: 12.9	CM	6:00 PM-7:00 PM (6:00 PM-7:00 PM)	1-111--	:30	4	\$535.00	P-03	0.00	NM	4	\$2,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-111--					4	\$535.00		0.00			
17	WDBJ	11/01/17	11/06/17	Wheel of Fortune M-F Wheel of Fortune M-F	CM	7:00 PM-7:30 PM (7:00 PM-7:30 PM)	1-1----	:30	2	\$475.00	P-03	0.00	NM	2	\$950.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: WHEEL-FORTNE)Target 200119 Index: 113. Nielsen: 11.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-1----		2				\$475.00		0.00			
18	WDBJ	11/01/17	11/03/17	Jeopardy M-F	CM	7:30 PM-8:00 PM	---11--	:30	2	\$420.00	P-03	0.00	NM	2	\$840.00
				Jeopardy M-F		(7:30 PM-8:00 PM)									
(Program: JEOPARDY)Target 200119 Index: 116. Nielsen: 11.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	---11--		2				\$420.00		0.00			
19	WDBJ	11/01/17	11/06/17	Monday Prime Hr 1	CM	7:57 PM-9:00 PM	1-----	:30	1	\$665.00	P-02	0.00	NM	1	\$665.00
				Monday Prime Hr 1		(7:57 PM-9:00 PM)									
(Program: KEVIN CAN)Target 200119 Index: 116. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-----		1				\$665.00		0.00			
20	WDBJ	11/01/17	11/01/17	Wednesday Prime Hr 3	CM	10:00 PM-11:00 PM	PI--1----	:30	1	\$650.00	P-06	0.00	NM	1	\$650.00
				Wednesday Prime Hr 3											
(Program: CRIMNL-10P-CBS)Target 200119 Index: 115. Nielsen: 8.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	--1----		1				\$650.00		0.00			
21	WDBJ	11/01/17	11/02/17	Thursday Prime Hr 2	CM	9:00 PM-10:00 PM	---1---	:30	1	\$925.00	P-02	0.00	NM	1	\$925.00
				Thursday Prime Hr 2		(9:00 PM-10:00 PM)									
(Program: MOM/LIFE IN PIECES)Target 200119 Index: 109. Nielsen: 5.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	---1---		1				\$925.00		0.00			
22	WDBJ	11/01/17	11/03/17	Friday Prime Hr 2	CM	9:00 PM-10:00 PM	----1--	:30	1	\$760.00	P-02	0.00	NM	1	\$760.00
				Friday Prime Hr 2											
(Program: HAWAII FIVE O)Target 200119 Index: 119. Nielsen: 9.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	----1--		1				\$760.00		0.00			
23	WDBJ	11/01/17	11/03/17	Friday Prime Hr 3	CM	10:00 PM-11:00 PM	PI----1--	:30	1	\$535.00	P-03	0.00	NM	3	\$785.00
				Friday Prime Hr 3											
(Program: BLUE BLOOD-CBS)Target 200119 Index: 120. Nielsen: 10.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	----1--		1				\$535.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDBJ	10/30/17-11/05/17		Friday Prime Hr 3		10:00 PM-11:00 F	-----F----	:30		(\$535.00)		0.00	NM		
		See MG 23.2,23.3,23.4													
		[Political No Avail]													
2	WDBJ	11/03/17-11/03/17		M-F 530p-6p		530p-6p	-----F----	:30		\$295.00		0.00	NM		
		Ⓜ MG for 8.2,23.1													
3	WDBJ	11/06/17-11/06/17		News 7 @ 5p M-F		5p-530p	M-----	:30		\$325.00		0.00	NM		
		Ⓜ MG for 8.2,23.1													
4	WDBJ	11/06/17-11/06/17		CBS This Morning		7a-9a	M-----	:30		\$165.00		0.00	NM		
		Ⓜ MG for 8.2,23.1													
24	WDBJ	11/01/17	11/05/17	Sunday Prime Hr 2	CM	8:30 PM-9:30 PM	-----1	:30	1	\$805.00	P-02	0.00	NM	1	\$805.00
				Sunday Prime Hr 2											
(Program: WISDOM OF CROWD)Target 200119 Index: 107. Nielsen: 5.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1		1				\$805.00		0.00			
25	WDBJ	11/01/17	11/05/17	Sunday Prime Hr 4	CM	10:30 PM-11:30 PM	PI-----1	:30	1	\$550.00	P-02	0.00	NM	1	\$550.00
				Sunday Prime Hr 4											
(Program: MADAM SECRETARY)Target 200119 Index: 111. Nielsen: 4.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1		1				\$550.00		0.00			
E 26	WDBJ	11/01/17	11/06/17	News 7 @ 11p M-F	CM	11:00 PM-11:30 PM	PI-1-1--	:30	3	\$265.00	P-03	0.00	NM	3	\$795.00
				News 7 @ 11p M-F											
(Program: WDBJ7NWS AT 11)Target 200119 Index: 113. Nielsen: 4.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/17	11/07/17	1-1-1--		3				\$265.00		0.00			

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E 26	WDBJ	11/01/17	11/06/17	News 7 @ 11p M-F News 7 @ 11p M-F (Program: WDBJ7NWS AT 11)Target 200119 Index: 113. Nielsen: 4.8	CM	11:00 PM-11:30 PM	1-1-1--	:30	3	\$265.00	P-03	0.00	NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	1-1-1--		3				\$265.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WDBJ	11/01/17-11/07/17	News 7 @ 11p M-F See MG 26.4 [Political No Avail]		11:00 PM-11:30 F	M-W--F----	:30		(\$265.00)		0.00	NM		
	4	WDBJ	11/06/17-11/06/17	News 7 @ 11p M-F Ⓜ MG for 26.2 11/03		11:00 PM-11:30 F	M-----	:30		\$265.00		0.00	NM		
27	WDBJ	11/01/17	11/05/17	News 7 Late Run News 7 Late Run (Program: WDBJ7NWS AT 11)Target 200119 Index: 116. Nielsen: 4.6	CM	1130p-1230a	-----1	:30	1	\$115.00	P-06	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1		1				\$115.00		0.00			
28	WDBJ	11/01/17	11/06/17	Late Show Late Show (Program: LATE SHOW)Target 200119 Index: 108. Nielsen: 1.8	CM	11:30 PM-12:30 AM	1-111--	:30	4	\$110.00	P-03	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	1-111--		4				\$110.00		0.00			
29	WDBJ	11/01/17	11/06/17	Late Late Show Late Late Show (Program: LATE LATE SHOW)Target 200119 Index: 106. Nielsen: 0.2	CM	12:30 AM-1:30 AM	1-11---	:30	3	\$5.00	P-07	0.00	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/17	11/07/17	1-11---		3				\$5.00		0.00			
30	WDBJ	11/01/17	11/05/17	Sun 1205a-105a Sun 1205a-105a (Program: ELEMENTARY)Target 200119 Index: 111. Nielsen: 0.4	CM	12:00 AM-1:00 AM	-----1	:30	1	\$20.00	P-06	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1		1				\$20.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WDBJ	10/30/17-11/05/17	Late Fringe Rotator Sa-Su		12:35 AM-1:35 AM	-----Su	:30		\$20.00		0.00	NM		
31	WDBJ	11/01/17	11/04/17	SEC Football Late Game SEC Football Late Game (Program: SEC FOOTBALL)Target 200119 Index: 110. Nielsen: 1.2	CM	3:30 PM-7:00 PM (3:30 PM-7:00 PM)	-----1-	:30	1	\$380.00	P-06	0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1-		1				\$380.00		0.00			
32	WDBJ	11/01/17	11/05/17	NFL Reg Season Early G NFL Reg Season Early Game (Program: BRONCOS @ EAGLES)Target 200119 Index: 101. Nielsen: 2.9	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----1	:30	1	\$765.00	P-06	0.00	NM	1	\$765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1		1				\$765.00		0.00			
Totals														67	\$18,935.00