

ORDER



Orders
Order / Rev: 1680965
Alt Order #: 26149254
Product Desc: 9/18-9/24 TV
Estimate: 6198
Flight Dates: 09/18/18 - 09/24/18
Original Date / Rev: 09/17/18 / 09/17/18
Order Type: REG

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

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street, NW
 Washington, DC 20007

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

Advertiser
Name: POL/House Majority PAC
Demographic: A35+
Product Codes: PL6
Priority: P5
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/18	09/24/18	35	\$5,835.00	\$4,959.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	35	\$5,835.00	\$4,959.75	0.00
Totals	35	\$5,835.00	\$4,959.75	0.00

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
WVBT Norfolk	6%	\$5,835.00
Market	100%	\$97,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	28%	\$27,230.00
WAVY	29%	\$28,202.50
WGNT	4%	\$3,890.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	26%	\$25,285.00
WTVZ	7%	\$6,807.50
WVEC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WVBT	09/18/18	09/24/18	WAVY News 10 @7a on FOX43		WAVY News 10 @MIWTF--		:30	2	\$140.00	P2	0.00	NM	2	\$280.00												
WAVY News at 7am <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/18/18</td> <td>09/24/18</td> <td>MTWTF--</td> <td>2</td> <td>\$140.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/18/18	09/24/18	MTWTF--	2	\$140.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 09/18/18	09/24/18	MTWTF--	2	\$140.00	0.00																						

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$140.00		0.00			
N 2	WVBT	09/18/18	09/24/18	WAVY News 10 @8a on FOX43 WAVY News 10 @8a on FOX43	CM	WAVY News 10 @8a on FOX43	MTWTF--	:30	2	\$125.00	P2	0.00	NM	2	\$250.00
		WAVY News at 8am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$125.00		0.00			
N 3	WVBT	09/18/18	09/24/18	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$40.00	P2	0.00	NM	2	\$80.00
		Rachael Ray													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$40.00		0.00			
N 4	WVBT	09/18/18	09/24/18	M-F 12-1p M-F 12-1p	CM	12-1p	MTWTF--	:30	2	\$40.00	P2	0.00	NM	2	\$80.00
		The Doctors													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$40.00		0.00			
N 5	WVBT	09/18/18	09/24/18	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$40.00	P2	0.00	NM	2	\$80.00
		Dr Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$40.00		0.00			
N 6	WVBT	09/18/18	09/24/18	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	3	\$50.00	P3	0.00	NM	3	\$150.00
		Millionaire x 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		3				\$50.00		0.00			
N 7	WVBT	09/18/18	09/24/18	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00
		Steve Wilkos													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		3				\$75.00		0.00			
N 8	WVBT	09/18/18	09/24/18	M-F 5-6p M-F 5-6p	CM	5-6p	MTWTF--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00
		Maury Povich													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		3				\$75.00		0.00			
N 9	WVBT	09/18/18	09/24/18	M-F 6-7p M-F 6-7p	CM	6-7p	MTWTF--	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		Face The Truth													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$100.00		0.00			
N 10	WVBT	09/18/18	09/24/18	WAVY News @ 7p on FOX43 WAVY News @ 7p on FOX43	CM	WAVY News @ 7p on FOX43	MTWTF--	:30	2	\$150.00	P2	0.00	NM	2	\$300.00
		WAVY News 10 @ 7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$150.00		0.00			
N 11	WVBT	09/18/18	09/24/18	M-F 730-8p M-F 730-8p	CM	730-8p	MTW-F--	:30	2	\$275.00	P1	0.00	NM	2	\$550.00
		TMZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTW-F--		2				\$275.00		0.00			
N 12	WVBT	09/18/18	09/24/18	M-F 10-1044p WAVY News @10 on FOX43	CM	10-1045p	MTWTF--	:30	2	\$375.00	P2	0.00	NM	2	\$750.00
		WVBT FOX News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--		2				\$375.00		0.00			
N 13	WVBT	09/18/18	09/24/18	M-F 1045-11p Fox Sportswrap	CM	1045-11p	MT-----	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
		Sports Wrap													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MT-----		2				\$250.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MT-----					2	\$250.00		0.00			
N14	WVBT	09/23/18	09/23/18	Su 10-1044p WAVY News @10 on FOX43 St	CM	10-1045p	-----S	:30	1	\$375.00	P2	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: 09/17/18	09/23/18	-----S					1	\$375.00		0.00			
N15	WVBT	09/23/18	09/23/18	Su 1045-11p Su 1045-11p	CM	1045-11p	-----S	:30	1	\$190.00	P2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/18	09/23/18	-----S					1	\$190.00		0.00			
N16	WVBT	09/18/18	09/24/18	M-F 12-1a M-F 12-1a	CM	12-1a	MTWTF--	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/18	09/24/18	MTWTF--					2	\$50.00		0.00			
N17	WVBT	09/23/18	09/23/18	Fox NFL Pre Game (12p) Fox NFL Pre Game (12-1p)	CM	Fox NFL Pre Gam	-----S	:30	1	\$1,100.00	P2	0.00	NM	1	\$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: 09/17/18	09/23/18	-----S					1	\$1,100.00		0.00			
N18	WVBT	09/22/18	09/22/18	FOX College Football FOX College Football	CM	FOX College Foot (4:30 PM-9:00 PM)	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/18	09/23/18	-----S-					1	\$400.00		0.00			
													Totals	35	\$5,835.00