

## 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
<b>Totals</b>	<b>35</b>	<b>\$5,835.00</b>	<b>\$4,959.75</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**

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

**Competitive Share**

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 @7a on FOX43	WAVY News 10 @7a on FOX43	MTWTF--	:30	2	\$140.00	P2	0.00	NM	2	\$280.00
WAVY News at 7am															
		<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			

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 Estimate: 6198

WVBT Norfolk

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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		09/18/18	09/24/18	MTWTF--			2		\$140.00		0.00				
N 2	WVBT	09/18/18	09/24/18	WAVY News 10 @8a on FOX WAVY News 10 @8a on FOX43	CM	WAVY News 10 @8a on FOX	MTWTF--	:30	2	\$125.00	P2	0.00	NM	2	\$250.00
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	09/24/18	MTWTF--			2		\$100.00		0.00				
N 10	WVBT	09/18/18	09/24/18	WAVY News @ 7p on FOX WAVY News @ 7p on FOX43	CM	WAVY News @ 7p on FOX	MTWTF--	:30	2	\$150.00	P2	0.00	NM	2	\$300.00
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	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
		<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		09/18/18	09/24/18	MTWTF--			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			
N 14	WVBT	09/23/18	09/23/18	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$375.00	P2	0.00	NM	1	\$375.00
				WAVY News @10 on FOX43 Su											
				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:		09/17/18	09/23/18	-----S		1				\$375.00		0.00			
N 15	WVBT	09/23/18	09/23/18	Su 1045-11p	CM	1045-11p	-----S	:30	1	\$190.00	P2	0.00	NM	1	\$190.00
				Su 1045-11p											
				Sports Wrap											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/18	09/23/18	-----S		1				\$190.00		0.00			
N 16	WVBT	09/18/18	09/24/18	M-F 12-1a	CM	12-1a	MTWTF--	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
				M-F 12-1a											
				TMZ Live											
		<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			
N 17	WVBT	09/23/18	09/23/18	Fox NFL Pre Game (12p)	CM	Fox NFL Pre Game (12-1p)	-----S	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
				Fox NFL Pre Game (12-1p)											
				NFL Sunday Pre-Game											
		<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			
N 18	WVBT	09/22/18	09/22/18	FOX College Football	CM	FOX College Football (4:30 PM-9:00 PM)	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				FOX College Football											
				College Football:											
		<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