

## ORDER



**WSLS**

Orders	Order / Rev:	8834383
	Alt Order #:	08834383
	Product Desc:	HERRING 4 ATT. GENRL
	Estimate:	5626
	Flight Dates:	10/10/17 - 10/16/17
	Original Date / Rev:	10/09/17 / 10/09/17
	Order Type:	GENERAL

Primary AE:	HRP Washington
Sales Office:	H-WAS
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Buying Time</b>
	Buying Contact:	
	Billing Contact:	
		650 Massachusetts Avenue NW
		Washington, DC 20001-3796

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

Advertiser	Name:	POL/M Herring/D/AG/VA
	Demographic:	A35+
	Product Codes:	PL-State-Political
	Priority:	P-1
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	CAND

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	IN5252/SP2893/TO824/AL1472
Unit Code:	General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/16/17	23	\$4,850.00	\$4,122.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	23	\$4,850.00	\$4,122.50	0.00
<b>Totals</b>	<b>23</b>	<b>\$4,850.00</b>	<b>\$4,122.50</b>	<b>0.00</b>

## Account Executives

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

### Order Share

Order Share	Share	Total
WSLS	10%	\$4,850.00
Market	100%	\$48,500.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WDBJ	56%	\$27,160.00
WFXR	6%	\$2,910.00
WJPR	1%	\$485.00
WSET	27%	\$13,095.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSLS	10/13/17	10/13/17	5-530p Local News M-F CM 5-530p Local News M-F		5-530p	----1--	:30	1	\$150.00	P-1	0.00	NM	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: 10/09/17	10/15/17	----1--		1		\$150.00		0.00					
N 2	WSLS	10/13/17	10/13/17	6-630p Local News M-F CM 6-630p Local News M-F		6-630p	----1--	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<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		\$315.00		0.00					
N 3	WSLS	10/13/17	10/13/17	6-7a Local News M-F CM 6-7a Local News M-F		6-7a	----1--	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00

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 Product Desc: HERRING 4 ATT. GENRL  
 Estimate: 5626  
 WSL

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:		10/09/17	10/15/17	----1--		1				\$165.00		0.00			
N 4	WSLS	10/13/17	10/13/17	7-9a Today Show M-F	CM	7-9a	----1--	:30	1	\$185.00	P-1	0.00	NM	1	\$185.00
		7-9a Today Show M-F													
		<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				\$185.00		0.00			
N 5	WSLS	10/16/17	10/16/17	5-530p Local News M-F	CM	5-530p	1-----	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		5-530p Local News M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/17	10/22/17	1-----		1				\$60.00		0.00			
N 6	WSLS	10/16/17	10/16/17	530-6p Local News M-F	CM	530-6p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		530p-6p Local News M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/17	10/22/17	1-----		1				\$70.00		0.00			
N 7	WSLS	10/16/17	10/16/17	7-9a Today Show M-F	CM	7-9a	1-----	:30	1	\$185.00	P-1	0.00	NM	1	\$185.00
		7-9a Today Show M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/17	10/22/17	1-----		1				\$185.00		0.00			
N 8	WSLS	10/14/17	10/14/17	6-630p Sat Local News	CM	6-630p	-----1-	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		6-630p Local News Sat													
		<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				\$150.00		0.00			
N 9	WSLS	10/14/17	10/14/17	7-8a Sat News	CM	7-8a	-----1-	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
		7-8a Sat News													
		<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				\$50.00		0.00			
N 10	WSLS	10/15/17	10/15/17	LN M-SuLateRun 1130p	CM	1130p-1230x	-----1	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
		LN M-SuLateRun 1130-1230x													
		<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				\$50.00		0.00			
N 11	WSLS	10/15/17	10/15/17	6-630p Sun Local News	CM	6-630p	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		6-630p Local News Sun													
		<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				\$200.00		0.00			
N 12	WSLS	10/15/17	10/15/17	630-7p Nightly News Sa	CM	630-7p	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		630-7p Nightly news Sa/Su													
		<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				\$500.00		0.00			
N 13	WSLS	10/15/17	10/15/17	7-8a Sun News	CM	7-8a	-----1	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
		7-8a Sun News													
		<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				\$65.00		0.00			
N 14	WSLS	10/12/17	10/12/17	530-6p Local News M-F	CM	530-6p	---1---	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		530p-6p Local News M-F													
		<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				\$175.00		0.00			
N 15	WSLS	10/12/17	10/12/17	7-9a Today Show M-F	CM	7-9a	---1---	:30	1	\$185.00	P-1	0.00	NM	1	\$185.00
		7-9a Today Show M-F													
		<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				\$185.00		0.00			
N 16	WSLS	10/10/17	10/10/17	530-6p Local News M-F	CM	530-6p	-1-----	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		530p-6p Local News M-F													
		<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				\$175.00		0.00			
N 17	WSLS	10/10/17	10/10/17	6-630p Local News M-F	CM	6-630p	-1-----	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		6-630p Local News M-F													
		<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				\$315.00		0.00			
N 18	WSLS	10/10/17	10/10/17		CM	6-7a		:30	1	\$165.00	P-1	0.00	NM	1	\$165.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6-7a Local News M-F			-1-----								
				6-7a Local News M-F											
		<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			\$165.00		0.00			
N 19	WSLS	10/11/17	10/11/17	Wednesday 10-11p	CM	10-11p	--1----	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
				Wednesday 10-11p											
		<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			\$875.00		0.00			
N 20	WSLS	10/11/17	10/11/17	5-530p Local News M-F	CM	5-530p	--1----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
				5-530p Local News M-F											
		<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			\$150.00		0.00			
N 21	WSLS	10/11/17	10/11/17	6-630p Local News M-F	CM	6-630p	--1----	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
				6-630p Local News M-F											
		<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			\$315.00		0.00			
N 22	WSLS	10/11/17	10/11/17	6-7a Local News M-F	CM	6-7a	--1----	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00
				6-7a Local News M-F											
		<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			\$165.00		0.00			
N 23	WSLS	10/11/17	10/11/17	7-9a Today Show M-F	CM	7-9a	--1----	:30	1	\$185.00	P-1	0.00	NM	1	\$185.00
				7-9a Today Show M-F											
		<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			\$185.00		0.00			
													Totals	23	\$4,850.00

**SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE**

CONTRACT NO. 8834383

1. THE NAME OF THE CANDIDATE IS: Mark Herring
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Attorney General in  
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Mark Herring for Attorney General
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Katie Buchanan
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Kathryn Welsh, Buyer  
Buying Time LLC  
Name  
650 Massachusetts Ave, NW #210  
Washington DC 20001  
Address  
202-965-5060  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:  
Katie Buchanan, Treasurer  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.