

Order / Rev: 8834383
 Alt Order #: 08834383
 Flight Dates: 10/10/17 - 10/16/17

Advertiser: POL/M Herring/D/AG/VA
 Product Desc: HERRING 4 ATT. GENRL
 Estimate: 5626
 WLSL

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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	10/15/17	10/15/17	630-7p Nightly News Sa/Su	CM	630-7p	-----1	:30	1	\$500.00	P-2	0.00	NM	0	\$0.00		
		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					
		<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	WLSL	10/09/17-10/15/17	630-7p Nightly News Sa/Su	630-7p	-----Su	:30		(\$500.00)		0.00	NM				
		Credited															
		[nr flight is over]															
N 13	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	10/10/17	10/10/17		CM	6-630p	-1-----	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00		

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 Estimate: 5626
 WLSL

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6-630p Local News M-F															
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	WLSL	10/10/17	10/10/17	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 19	WLSL	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	WLSL	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	WLSL	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	WLSL	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	WLSL	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	22	\$4,350.00