

# ORDER



**Orders**  
**Order / Rev:** 1372257 *incl MG's*  
**Alt Order #:** 07906696  
**Product Desc:** HURST FOR AT GENERAL  
**Estimate:** 910913  
**Flight Dates:** 09/10/15 - 09/13/15  
**Original Date / Rev:** 09/09/15 / 09/10/15  
**Order Type:** Political

**WDAM**

**Primary AE:** Special AE  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency Name:** Smart Media Group, LLC.  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Avenue  
 Alexandria, VA 22301

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

**Advertiser Name:** POL/Hurst, Mike/R/Attorney General/W  
**Demographic:** A35+  
**Product Codes:** PL30  
**Priority:** P15  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/13/15	25	\$3,080.00	\$2,618.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	25	\$3,080.00	\$2,618.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$3,080.00</b>	<b>\$2,618.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Special AE			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
E 1	WDAM	09/10/15	09/10/15	LOC Midday Midday	Comm	12p-1230p	---1---	:30	1	\$85.00	P 4	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$85.00		0.00					
E 2	WDAM	09/10/15	09/10/15	NET Days of Our Lives Days of Our Lives	Comm	1230p-130p	---1---	:30	1	\$75.00	P 4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$75.00		0.00					
E 3	WDAM	09/10/15	09/10/15	SYN M-F 4-430p Inside Edition	Comm	4p-430p	---1---	:30	1	\$40.00	P 4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$40.00		0.00					
E 4	WDAM	09/10/15	09/10/15	SYN M-F 430-5p Jeopardy	Comm	430p-5p	---1---	:30	1	\$60.00	P 4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$60.00		0.00					
E 5	WDAM	09/10/15	09/10/15	LOC News at 5a News at 5a	Comm	5a-5:30A	---1---	:30	1	\$40.00	P 4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$40.00		0.00					
E 6	WDAM	09/10/15	09/10/15	LOC News at 530a News at 530a	Comm	530a-6a	---1---	:30	1	\$70.00	P 4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/15	09/13/15	---1---		1		\$70.00		0.00					

Order / Rev: 1372257  
 Alt Order #: 07906696  
 Flight Dates: 09/10/15 - 09/13/15

Advertiser: POL/Hurst, Mike/R/Attorney General/Mis  
 Product Desc: HURST FOR AT GENERAL  
 Estimate: 910913  
**WDAM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WDAM	09/10/15	09/10/15	LOC News at 6a News at 6a	Comm	6a-7a	---1---	:30	1	\$120.00	P 4	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$120.00		0.00			
E 8	WDAM	09/10/15	09/10/15	NET NBC Today Show NBC Today Show	Comm	7a-9a	---2---	:30	2	\$90.00	P 4	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---2---		2				\$90.00		0.00			
E 9	WDAM	09/12/15	09/12/15	NET NBC Sat Today Sh NBC Saturday Today	Comm	7a-9a	-----2-	:30	2	\$25.00	P 4	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	-----2-		2				\$25.00		0.00			
E 10	WDAM	09/13/15	09/13/15	NET NBC Sunday Today NBC Today Show Sun	Comm	8a-9a	-----1	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	-----1		1				\$25.00		0.00			
E 11	WDAM	09/10/15	09/10/15	LOC Live at Five Live at Five	Comm	5p-530p	---1---	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$200.00		0.00			
E 12	WDAM	09/10/15	09/10/15	NET NBC Nightly News Nightly News	Comm	530p-6p	---1---	:30	1	\$350.00	P 4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$350.00		0.00			
E 13	WDAM	09/10/15	09/10/15	LOC News 7 at Six News 7 at Six	Comm	6p-630p	---1---	:30	1	\$350.00	P 4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$350.00		0.00			
E 14	WDAM	09/12/15	09/12/15	LOC News at 6p Sat News at 6p Sat	Comm	6p-630p	-----1-	:30	1	\$100.00	P 4	0.00	NM	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: 09/07/15	09/13/15	-----1-		1				\$100.00		0.00			
E 15	WDAM	09/10/15	09/10/15	NET The Tonight Show The Tonight Show	Comm	1035p-1135p	---1---	:30	1	\$70.00	P 4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$70.00		0.00			
E 16	WDAM	09/10/15	09/10/15	NET Late Night Late Night	Comm	Late Night	-----	:30	0	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$15.00		0.00			
E 17	WDAM	09/12/15	09/12/15	NET Saturday Night Live Saturday Night Live	Comm	1030p-1203xm	-----1-	:30	1	\$40.00	P 4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	-----1-		1				\$40.00		0.00			
E 18	WDAM	09/13/15	09/13/15	SYN Su 1030-1130p White Collar	Comm	10:30p-11:30p	-----1	:30	1	\$10.00	P 4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	-----1		1				\$10.00		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	WDAM	09/07/15-09/13/15	SYN Su 1030-1130p		10:30p-11:30p	-----Su	:30		<del>(\$10.00)</del>		0.00	NM		
				See MG 18.2											
	2	WDAM	09/07/15-09/13/15	SYN Su 11p-12xm		11p-12xm	-----Su	:30		\$10.00		0.00	NM		
				MG for 18.1 09/13											
E 19	WDAM	09/10/15	09/10/15	LOC Nightbeat Nightbeat	Comm	10p-1035p	---1---	:30	1	\$325.00	P 4	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: 09/07/15	09/13/15	---1---		1				\$325.00		0.00			
E 20	WDAM	09/12/15	09/12/15	LOC 10p News Sat 10p News Sat	Comm	10p-1030p	-----1-	:30	1	\$150.00	P 4	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: 09/07/15	09/13/15	-----1-		1				\$150.00		0.00			

Order / Rev: 1372257  
 Alt Order #: 07906696  
 Flight Dates: 09/10/15 - 09/13/15

Advertiser: POL/Hurst, Mike/R/Attorney General/Mis  
 Product Desc: HURST FOR AT GENERAL  
 Estimate: 910913  
**WDAM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WDAM	09/12/15	09/12/15	LOC 10p News Sat 10p News Sat	Comm	10p-1030p	-----1-	:30	1	\$150.00	P 4	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: 09/07/15	09/13/15	-----1-		1				\$150.00		0.00			
E 21	WDAM	09/13/15	09/13/15	Loc 10p News Sun 10p News Sun	Comm	10-1030p	-----1	:30	1	\$350.00	P 4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	-----1		1				\$350.00		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	WDAM	09/07/15-09/13/15	Loc 10p News Sun		10-1030p	-----Su	:30		<del>(\$350.00)</del>		0.00	NM		
				See MG 21.2											
	2	WDAM	09/07/15-09/13/15	News Following NFL M-SU		1030p-11p	-----Su	:30		\$350.00		0.00	NM		
				MG for 21.1 09/13											
E 22	WDAM	09/10/15	09/10/15	SYN M-F 630-7p Wheel of Fortune	Comm	630p-7p	---1---	:30	1	\$275.00	P 4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/15	09/13/15	---1---		1				\$275.00		0.00			
E 23	WDAM	09/12/15	09/12/15	SYN Sa 630-7p Wheel of Fortune	Comm	630p-7p	-----1-	:30	1	\$100.00	P 4	0.00	NM	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: 09/07/15	09/13/15	-----1-		1				\$100.00		0.00			
													Totals	25	\$3,080.00