New Order

Agency:	Strategic Media Placement	**Station:**	WJLA-TV	**Flight Start:**	09/19/2016
Office:	Delaware	**Order Type:**	Normal	**Flight End:**	09/25/2016
Client:	1011 - VACD10- BARBARA COMSTOCK	**Cancel Date:**		**Hiatus:**	
Product:	1608 - TV				
Piggyback Product:					
Estimate:	4746 - VA CD 10 Broadcast 9.19-9.25	**Received in ePort:**	9/16/2016 9:15:37 AM		
				Airtime Dollars:	$35,350.00
				Interactive Dollars:	$0.00
Primary Demo:	A35+	**Local/National:**	Local	**Non-Airtime Dollars:**	$0.00
Demo 2:		**Rep Office:**	WJLA-TV	**Total Dollars:**	$35,350.00
Demo 3:		**AE:**	Debra Killick - Manager	**Total Spots:**	33
GRP:	82.30	**Phone:**			
CPP:	$429.53	**OrderID:**	5399718		
GIMP:	0	**Status:**	Forwarded		
CPM:	$0.00			**MarketShare:**	
Comments:	Separation: 30 VA CD 10 Barbara Comstock 9.19-9.25 NAB, Traffic, Check Copies in EMail				

OSI# 2629906

Want to keep order same

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/19	9/20	9/21	9/22	9/23	9/24	9/25		Total Spots	A35+ Rtg	A35+ CPP	A35+ Imp	A35+ CPM
1	MTuWThF 6A-7A gmw	EM	$200.00 LUR		30	1	1	1	1	1	0	0	400 to clear	5	1.20	$166.67		
2	MTuWThF 7A-9A gma	RT	$300.00 LUR		30	2	2	2	2	2	0	0	550 to clear	10	1.60	$187.50		
3	MTuWThF 6P-7P ABC World News Tonight With David Muir	EN	$350.00	C	30	1	1	1	1	1	0	0	LUR ✓	5	2.90	$120.69		
4	MTuWThF 7P-7:30P Wheel of Fortune	PA	$1,200.00	C	30	1	0	1	0	1	0	0	LUR ✓	3	3.30	$363.64		
5	MTuWThF 7:30P-8P ~~Baltimore Ravens~~ Pregame College Football SAT, LN-3P	PA	~~$1,500.00~~	C	30	0	1	0	1	0	0	0	1500 ~~MAD RATE to clear~~	2	2.70	$555.56		
6	MTuWThF 11P-11:30P 11p news	LN	$600.00	C	30	1	0	1	0	1	0	0	LUR ✓	3	2.60	$230.77		
7	M 8P-9P Dancing With the Stars	PT	$5,000.00	C	30	1	0	0	0	0	0	0	LUR ✓	1	5.40	$925.93		
8	Th 8P-9P Grey's Anatomy	PT	$5,000.00	C	30	0	0	0	1	0	0	0	LUR ✓	1	2.90	$1,724.14		
9	W 9P-9:30P mod fam	PT	$8,000.00	C	30	0	0	1	0	0	0	0	SOLD OFF 16,000 to clear	1	4.90	$1,632.65		

New Order (Page 2)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/19	9/20	9/21	9/22	9/23	9/24	9/25		Total Spots	A35+ Rtg	A35+ CPP	A35+ Imp	A35+ CPM
10	Sa 3P-7P cfb	RT	$1,200.00	C	30	0	0	0	0	0	1	0	LMR ✓	1	4.50	$266.67		
11	Sa 7P-11P cfb	RT	$2,000.00	C	30	0	0	0	0	0	1	0	LMR ✓	1	5.00	$400.00		
					Total Spots:	7	5	7	6	6	2	0						
					Total GRP:	18.6	10.0	18.1	12.9	13.2	9.5	0.0						

Cash$ - Spots: $35,350.00 - 33 Trade$ - Spots: $0.00 - 0 Total Cost: $35,350.00 Total GRP - CPP: 82.3 - $429.53 Total GIMP(000) - CPM: 0 - $0.00